

# CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST

## Non-ergotamine Migraleve is the one anti-migraine specific you may sell over the counter

Sales (and prescriptions)  
are still rapidly rising.  
So check your stocks now.

Over half a million  
prescriptions for  
Migraleve speak for  
themselves.

NON-ERGOTAMINE  
**Migraleve<sup>®</sup>**



International Laboratories Ltd. Lincoln Way, Windmill Road, Sunbury-on-Thames, TW16 7HN.

Unichem, NPA,  
ICML offer  
referendum on  
chemist title

DHSS upholds  
vaccine supply  
by doctors

KC sanpro  
on television

Profitable use  
of space

**When a mouth ulcer sufferer comes to you for advice**



**be gentle  
with him.**



By recommending Medijel you can promise him pain relief within 30 seconds.

Medijel is soft. Soft enough to be placed right on the point of the pain. The local anaesthetic, lignocaine hydrochloride, can then start working immediately - whilst emollient, antibacterial and antifungal agents help promote rapid healing.

All he's interested in, of course, is something that works. With soft, effective Medijel that's exactly what you'll be selling him.

**Medijel**  
**in soft pastilles or soothing gel**

from Dendron Ltd., 94 Rickmansworth Rd., Watford, Herts,  
WD1 7JJ. Tel. (0923) 29251



# CHEMIST & DRUGGIST

**Incorporating Retail Chemist**

February 17 1979

Vol 211 No 5156

120th year of publication

ISSN 0009-3033

Editor Ronald Salmon MPS

Assistant Editor Graham Thorne BPharm MPS

Technical Editor Barbara Weston BPharm MPS

Beauty Editor Kim Pearl

Contributing Editor Adrienne de Mont BPharm MPS

Information services Ivan Cotgrove

Advertisement Manager Peter Nicholls JP

Director Arthur Wright FPS DBA

## CONTENTS

- 171 Comment—Separate issues
- 172 Unichem go to law on titles: propose referendum
- 173 Panel membership and terms agreed
- 174 PMI increases rates on shop policy
- 177 The Xrayser column: A breath of fresh air
- 177 People; deaths; news in brief
- 178 Counterpoints
- 186 Efficient use of space to generate profits
- 190 Statutory Committee report
- 195 Minister defends vaccine supply by doctors
- 196 Letters
- 199 Council stops discussion of "X" voting system
- 201 Company news; appointments
- 202 Market news
- 204 Classified advertisements

Published Saturdays by Benn Publications Ltd  
25 New Street Square, London EC4A 3JA. Tel: 01-353 3212

Editorial and Advertisement Offices  
25 New Street Square, London EC4A 3JA. Tel: 01-353 3212  
Telex 27844

### Regional advertisement offices

Midlands 240-244 Stratford Road, Shirley, Solihull,  
West Midlands B90 3AE 021-744 4427  
North east Permanent House, The Headrow, Leeds LS1 8DF.  
0532 452841  
Scottish 74 Drymen Road, Bearsden, Glasgow  
041-942 2315  
North west 491 Chester Road, Old Trafford, Manchester M16 9HF  
061-872 5151  
West country & south Wales 10 Badminton Road, Downend,  
Bristol BS16 6BQ 0272 564827

Subscription Department  
125 High Street, Colliers Wood, London SW19 2JN.  
Tel: 01-542 8575

Subscription  
Home £25 per annum. Overseas £30 per annum.  
60p per copy (postage extra)



Member of the Audit Bureau of Circulations

Contents © Benn Publications Ltd 1979  
All rights reserved. No part of this publication may be reproduced,  
stored in a retrieval system or transmitted in any form or by any means  
electronic, mechanical, photocopying, recording or otherwise without the  
prior permission of Benn Publications Ltd.

17 February 1979

## COMMENT

### Separate issues

The week's main news story (p172) is really two stories in one and, despite their common subject matter—the use of the “chemist” title—it is unfortunate that they have emerged together. On the one hand, Unichem consider themselves disadvantaged by the Statutory Committee decision on their use of the title in poster advertising and propose to seek a declaratory judgment in the courts that the Society's total restriction on its use is an unreasonable restraint of trade. On the other hand, Unichem are joined by Independent Chemists Marketing and the National Pharmaceutical Association in offering to finance an independent referendum of all the Society's members, hoping to establish beyond doubt the profession's true consensus about the title's future.

Peter Dodd, Unichem's managing director, has put on record his organisation's willingness to withdraw from legal action and to abide by the decision if the Society's Council agrees to the referendum. That can be viewed as a conciliatory move (though some will see an iron fist in the velvet glove) which would undoubtedly save the profession from exposing itself to the danger of losing all control over the way restricted titles are used in commerce. But the point of law which Mr Dodd raises—and which appears to have a direct parallel in the Dickson case concerning the physical separation of traditional from other pharmacy trading activities—will remain unresolved, perhaps persuading others with less total commitment to pharmacy that the profession has an Achilles heel to be exploited. Under such a threat the Council may have little alternative but to accept the challenge and secure a once-and-for-all ruling on the dividing line between restraint of trade and proper control of professional ethics.

Doubt about the outcome of such a confrontation in court has led C&D consistently to call for the profession to know its own mind. Council relies on the Branch Representatives' decision of 1975 to retain the titles policy. This followed discussion within the branches—a fully democratic process, but one in which only Council's view was explained to the membership and in which the “representative” quality of the voting can be called into question (even though retail members have only themselves to blame if their views did not prevail). The NPA (then Union) held its own referendum earlier in 1975 and discovered solid opposition to the restriction, but its voting was among pharmacy owners, not necessarily pharmacists, and did not canvass the views of managers and locums whose viewpoint is equally valid in retail pharmacy.

Commenting at the time, C&D argued that it was Council's responsibility to see that all those involved had proper opportunity to voice their views. Nothing was done and, regrettably, the organisations now offering to finance a referendum failed to come forward at that time. Had they done so, and Council had accepted, either the Society or Unichem might have “redirected” their policies and the profession would not have been faced with its present sorry dilemma.

Finally, this month's meeting was a strange occasion for some members of Council to claim that the Society does not work through the medium of the referendum, but by consultation with the branches. For in other business, Council refused to allow discussion at the Branch Representatives meeting of a motion concerning a return to the “X” system of voting in Council elections. Was it not by “referendum” accompanying last year's voting papers that the profession's opinion was canvassed? What has been done once can be repeated.

# Titles: Unichem go to law, but offer a referendum

Unichem are to seek a declaratory judgment against the Pharmaceutical Society claiming that restrictions on the use of the "chemist" title in advertising are an unreasonable restraint of trade—and the Society's Council seems inclined to accept the challenge to go to law to establish the legal position.

At the same time, Unichem have joined forces with the National Pharmaceutical Association and Independent Chemists Marketing Ltd in offering to pay the costs of a referendum of all the Society's members, in order to determine their attitude to the title's use in advertising. If the offer were taken up, Unichem would be bound by the result and would not continue legal proceedings. However, the Society's secretary and registrar, Mr D. F. Lewis, with Council's approval, has welcomed the opportunity to secure a ruling from the courts and has rejected the referendum on the grounds that it would not solve the question of whether the Society is acting within the law.

## Unreasonable restraint of trade

Council considered, at its meeting last week, the following letter from Mr Peter J. Dodd, Unichem's managing director:

Following the Statutory Committee hearing at the end of November 1978, regarding the use by Unichem of the title "chemist" in advertising we have now received advice from counsel. The advice, as you doubtless anticipated, is that we seek a declaratory judgment claiming that the total restriction on its use is an unreasonable restraint of trade, and such other remedies as the court may feel appropriate in the circumstances.

It is felt by the board of Unichem that this vexed question of advertising must be resolved but, if possible, we would prefer this to be done in collaboration with the Society—thereby ensuring that the Society retains greater control on the use of the restricted title than might otherwise be the case.

We consider, jointly with NPA and ICML that the most equitable solution would be to hold a referendum, conducted by the Electoral Reform Society, of all members of the Society. As indicated in the joint letter from Messrs Trotman, Wright and myself, sent separately to you today, the cost will be borne equally by the three parties and we agree to be bound by the result.

We appreciate that a resolution on this subject will be before the Branch Representatives Meeting in May, but believe that the suggested referendum would be the only way of ensuring a result which truly reflected the views of the membership as a whole. We therefore ask Council to agree to such a referendum and to act in accordance with the views expressed. We look forward to receiving your comments as soon as possible.

You will understand that the course of action recommended to us by counsel is subject to a time limit which expires on February 28, 1979. In order to protect our

position we have been obliged to instruct our lawyers to issue the necessary proceedings, at the latest possible moment, but of course we will not proceed with them if Council agrees to our request.

The joint letter from Messrs A. G. Trotman (managing director, ICML), J. Wright (secretary, NPA), and P. J. Dodd, was as follows:

The boards of ICML, NPA and Unichem have decided, following joint discussions, to conduct a referendum on the use of the title "chemist" in the advertising of non-professional goods and services. We propose to arrange for the project to be handled by the Electoral Reform Society who will post a questionnaire to all pharmacists, will receive back the completed questionnaire and will prepare the necessary analysis of the results.

A copy of the draft questionnaire, which has not yet been approved by the Electoral Reform Society, is enclosed. As you will see, we have been careful to keep out any bias or lead. We would be grateful if you would ask the Council for their comments on the questionnaire and to agree to have addressed, at our expense, a set of envelopes that the Electoral Reform Society will be asked to provide for use in circulating the questionnaire.

### Proposed questionnaire

The proposed questionnaire has the following introduction:—

Evidence has been given on a number of recent occasions before the Statutory Committee on behalf of the Pharmaceutical Society of Great Britain that the use of the title "chemist" in advertising—including advertisements of non-professional goods and services—is of itself an implied breach of the Statement upon Matters of Professional Conduct.

The Boards of ICML, NPA and Unichem consider that there is doubt as to the views of a majority of pharmacists on the use of the protected title "chemist" in the advertising of non-professional goods and services and that it is in the interests of the profession, particularly the majority engaged in retail pharmacy, that the doubt should be cleared up.

Would you please indicate on the attached form whether or not you agree

that, subject to discussions with the Pharmaceutical Society of Great Britain on how "non-professional services" should be defined, and to the laying down by the Society of guidelines to prevent abuses, the use of the title "chemist" in the advertising of non-professional goods and services should be permitted.

Please also indicate the branch of the profession in which you are engaged.

The boxes to be ticked state either that "The use of the title 'chemist' in the advertising of non-professional goods and services should be permitted subject to the laying down of guidelines by the Pharmaceutical Society to prevent abuses," or that "The use of the title 'chemist' in advertising of non-professional goods and services should not be permitted."

## Council would welcome ruling

Council then considered a reply to Mr Dodd drafted by Mr Lewis:

We take it from your letter that you claim that the Society is outside the law in exercising an unreasonable restraint of trade by imposing a total restriction on the use of the word "chemist". Your allegation causes us concern, as it would not be our wish to be outside the law as you understand it.

As there is doubt as to whether or not we are outside the law, it seems right for you to seek a declaratory judgment in the terms to which you refer, and indeed we would welcome a ruling from the courts. Perhaps you would be good enough to let me know when you propose to proceed and in due course our legal advisers will, I am sure, be receiving from your solicitors a copy of the pleadings.

In your letter you offer as an alternative the acceptance by the Society of a referendum on the issue, to be conducted jointly by ICML, NPA and Unichem. Furthermore, it would be conducted at their expense. If this alternative were accepted, then it would in no way solve or satisfy the point of law which you have raised. The situation would be quite unsatisfactory to the Society.

Additionally, the draft questionnaire which you enclosed appears to miss the basic point which has been at issue on several occasions before the Statutory Committee. This is the Society's contention that the use of the title "chemist" in the advertising of what you describe as "non professional goods and services" is in fact an advertisement of professional services.

### Blackmail?

Mrs Puxon (Privy Council nominee) said the Society must be careful not to be placed in the position of being "blackmailed" by anyone into allowing the holding of a referendum. Mr J. C. Bloomfield said Council should do nothing that would undermine the decision of the members or of the Statutory Committee. If the Statement upon Matters of Professional Conduct required amendment and the need had to be shown to Council—the constitutional process should be followed by bringing a motion before the annual meeting. He considered the proposed referendum was worded in such a way



to receive an affirmative reply. The Society conducted its business by discussion through the branches, which gave an opportunity to the membership to listen to the pros and cons of any matter before coming to a conclusion.

Mr Lewis said that in his letter Mr Dodd seemed to assume that if he went for a declaratory judgment, victory was almost automatically his, but nothing was certain in law. Mr J. P. Bannerman asked whether there could be any protection left for the restricted title if Unichem should win. Mr Lewis replied that the case would have exceptional importance for every professional body. If the Society lost it would "wrap up the Pharmaceutical Society as a professional body." There could of course be conditions associated with the finding. Mr Dodd, no doubt on legal advice, had claimed that the Society was operating outside the law. Mr Lewis said he was not content, as a Fellow of the Society, to feel that it was operating outside the law. If that were suspected then it must be proved or disproved at the earliest possible moment.

### A wrong procedure

Mr C. Stevens considered a referendum wrong and not part of the Society's procedure. The issue was the use of "chemist", and by throwing out the challenge in the letter the Society would commence what might be a long and costly course of litigation. It had been said that it was essential in the cause of pharmacy and important to every profession, but not so long ago the Society had adopted similar principles in the Dickson case—and pharmacy had not perished when the Society lost. Further, other professions had not rallied to the society's support, and it did not seem to affect them. He believed on balance the society would lose, but of course it could win. What he was afraid of was that if the Society won, it would be a Pyrrhic victory. Things would be said, and if the Society lost, declarations could be made which in the long run could do pharmacy no good.

### Council itself divided

It must be remembered that the Council itself was fundamentally divided on the use of "chemist", and it would appear that the profession likewise was divided. Mr Stevens said he would like to think that as reasonable persons from both sides—and Unichem's action seemed to be supported by an organisation [the NPA] which had 95 per cent of pharmacists in general practice outside the multiples in it—could sit down and discuss the *modus operandi*, and see whether some sensible use of the word "chemist" could not be reached. Mr D. N. Sharpe pointed out that only Unichem were involved in the litigation. The other two bodies had nothing whatever to do with it. Mr Sharpe said he had had no connection with ICMI for several months. No member of the NPA board of management was aware of the Unichem letter.



Eric Bailey MPS (centre) proudly displays his MBE (C&D, January 6, p4) to his son John and daughter-in-law, Jill. A surprised Mr Bailey thought he might have received this honour for "sheer endurance." He qualified in 1923.

The referendum had been known to be on the stocks for several months as a joint exercise by the three bodies—though it was fairly widely known that Unichem had been considering taking the action in question. It had been freely discussed immediately after the Statutory Committee hearing.

Mr A. G. M. Madge said that the Council had a policy which, whether one agreed with it or not, had been the guidelines used by the Statutory Committee as a means of enforcing the code of conduct. It would appear that it had never been challenged in law, and therefore it needed to go to law to obtain a complete definition. Mr Lewis pointed out that it was not the Council so much as the Society which had a policy. Mr Dodd, on behalf of Unichem, was saying that a particular part of the Statement upon Matters of Professional Conduct was outside the law in that it was a restraint of trade, and if the Society did not do something about it or did not agree to the action proposed by the three bodies, proceedings would be issued by the end of the month. It was a question of whether the Council conceded the point or accepted the challenge, and told Mr Dodd to carry on and find out what the law was.

The president Mr Balmford, said he shared the secretary's view that if the Society was acting outside the law, the sooner it was told, and stopped doing so, the better.

Mrs Puxon said there were many ways in which the court might deal with a declaratory judgment, and it could be to the advantage of the Society because there was dissension within the Society as to how far there should be restriction in advertising. It might be possible to save something out of what looked like an expensive Pyrrhic victory. And, if in the registrar's letter the Society put itself forward as wanting to know the law, saying that it would welcome a

ruling by the court, it might be at the end of the day that the letter would act as an answer to an application for an order for costs; it might be possible to agree before the case was heard that each party should bear its own costs.

Mr Stevens said that if Mrs Puxon's suggestion were accepted by Council, he would withdraw his opposition to the letter.

Mr W. M. Darling moved that the proposed letter be sent subject to any amendment by counsel, and taking in the point made by Mrs Puxon. Mr Bloomfield seconded the motion, which was carried with one dissentient.

## Panel membership and terms agreed

The terms of reference and the members of the independent assessment panel for contractors' remuneration have been finalised and agreed between the Pharmaceutical Services Negotiating Committee and Mr David Ennals, Secretary for Social Services. The panel members are understood to have accepted informal nomination but have yet to be invited formally. Their names are not being released for the present. The results of the meeting were due to be considered at the PSNC meeting on Wednesday. Mr Roland Moyle in the Commons this week would not commit the Department to implementing any award from the date of the original claim.

## Water in Scotland

The Scottish Home and Health Department has agreed that purified water may be used where the local water supply is unsuitable for the preparation of dispensed medicines because of industrial action among public employees. Payment will be made on that basis provided the quantity of purified water used is endorsed on the prescription.



# PMI increases basic rates for shop cover

The basic rates for cover have been increased by the Pharmacy Mutual Insurance Co Ltd.

After lengthy discussions on the theft account, rising claims from burglaries, the higher incidence of claims in the London area and the effects of inflation on stock values, the PMI directors decided to make the following changes from March 1 (including renewals): —

□ The basic rates under the PMI combined shop policy will be increased from the present £0.80 countrywide to £1.10 per £100 of cover in London (GLC districts) and to £0.90 per £100 elsewhere.

□ The present £15,000 ceiling on stock level before a burglar alarm is required will be retained for pharmacies in the GLC area, but the limit will be raised to £20,000 in other districts.

## Churchill awards for pharmacists

Eight pharmacists and one pharmacy technician have been awarded Churchill Travelling Fellowships for 1979 under the Medical and Industrial Pharmacists category. They are as follows:

Mr Samuel Deckin, FPS, head pharmacist in the Home Office Prison Department. He will study pharmaceutical services in penal establishments in the US for five weeks. Mrs Ann Iles, a pharmacy technician at Gloucestershire Royal Infirmary: Skin patch testing, Denmark, two weeks; Miss Mary Maguire, MPS, pharmacist at the Royal Victoria Hospital, Belfast: drug information systems, US, five weeks.

Miss Denise Preskey, MPS, staff pharmacist at St Andrew Psychiatric Hospital, Staffs. She will study psychiatric pharmacy services in Australia for four weeks. Mr Charles Sampson, MPS, staff pharmacist, Great Ormond Street Children's Hospital: paediatric radio pharmaceuticals, US, six weeks; Mr John Staniforth, MPS, research student, University of Aston: application of ordered mixing in pharmacy, Australia, six weeks; Mr Kenneth Webster, MPS, manager, Boots the Chemists: profitability of rural pharmacies, US, six weeks; Mrs Barbara Williams, pharmacist, Ladywell Hospital Salford: pharmaceutical services for the elderly, Europe, six weeks.

## Stugeron favoured for sea-sickness

Almost nine out of 10 small-boat sailors found Stugeron better than anything they had used previously for sea-sickness, according to a survey published in a recent *Yachting Monthly*.

The authors—a surgeon and a general practitioner from Basingstoke—invited the magazine's readers to take part in what they intended originally to be a controlled clinical trial. However, it appeared that there were too many variables and a significant number of people said they would like to try the new tablets "but no way are we going to screw up our holiday by taking sugar

pill!" Instead, the volunteers were asked to compare Stugeron with previous remedies.

Of the 500 sailors completing the questionnaire, 94 per cent said they would take the tablets again but 4.5 per cent rated them worse than other products; 7.9 per cent vomited while taking Stugeron. About one fifth suffered from some drowsiness which was severe only in 1.75 per cent. The authors say, "We do not pretend that any of this is a true scientific evaluation—indeed, we are not sure such evaluation is possible."

Their "notes on dosage" recommend taking three 15mg tablets daily, starting 24 hours before departure, with "an extra tablet or two if the going gets rough."

## Any offers?

An unnamed company is seeking to purchase for cash a single or group of wholesale pharmaceutical distributors, according to an advertisement in the *Financial Times* this week. Coopers & Lybrand, who placed the advertisement, refused to name their principals to *C&D*, but they are a UK company and "seeking to enlarge their present operation in south-east England."

## Doctors told about pharmacists' help

Counter-prescribing by pharmacists is a help—not a threat—to doctors, writes Mr J. P. Kerr, member of the Pharmaceutical Society's Council, in last week's *General Practitioner*. It relieves doctors of the tedium of treating minor ailments and allows them to concentrate on more important and interesting work, he says.

Mr Kerr attempts to clear up any misunderstanding that pharmacists are trying to take over the doctors' diagnostic role: "If any element of diagnosis is present it takes a negative form, such as a realisation that a patient is more ill than he realises." He reiterates the suggestion he made at last year's BP Conference that pharmacists should be able to counter prescribe on the NHS for minor ailments. He concludes that with organisation and mutual trust, pharmacists and doctors could "revolutionise primary health care

for patients." The article is one of 11 written by pharmacists in an "over-counter medicine" feature. Mr Appelbe, head of the Society's department, writes about the Medicines Act, and Mr C. Stockwell, an East London general practice pharmacist, explains how the pharmacist can "sift out trivia."

## Chemists' sales in December

The index number for retail sales of pharmaceuticals in December 1978 for chemists and photographic dealers was 471 (1971=100), an increase of 14 per cent on the previous year. The figure for all retailers was 352, also an increase of 14 per cent. The index number for independent chemists and photographic dealers was 303, an increase of 11 per cent, and for independent retailers in general, 295, an increase of 12 per cent. National Health Service receipts are excluded.

## Blackmailer jailed

The man who was arrested after assisting in a pharmacy realised he had presented several prescriptions under different names (*C&D*, February 3, p125) was jailed for three years at the Old Bailey last week. Mr George Valerkou was convicted on one count of blackmail, one of robbery and one of unlawful possession of Controlled Drugs. Mr Osman Yusuf, who was arrested with Mr Valerkou, was convicted of unlawful possession of Controlled Drugs, but acquitted of blackmail. He was sentenced to three months in jail, suspended two years.

## Prices Bill passed

The Government's Prices Bill introducing tighter controls has become law after receiving Royal Assent in the House of Lords this week and removes the automatic profit safeguards which enabled companies to increase prices while an application for a rise was being considered by the Price Commission.

An amendment by the Government to counter a Liberal-Conservative Lords amendment, allows some discretion to the Commission in deciding whether a company qualifies for an increase in increased raw material prices.

## Overpayment report

Clwyd Family Practitioner Committee has rejected the report prepared by its special subcommittee set up to look into allegations of overpayment to two local dispensing doctors. The report (*C&D*, November 11, 1978, p808) claimed that an overpayment of about £35,000 had been made to Dr Brajanath Chowdhury and his son Dr Sunilkumar Chowdhury between 1966 and 1977. The Committee of which Dr Chowdhury, senior, is the chairman, rejected the report by 10 to 8.

The Welsh Office told *C&D* that it will be looking at the subcommittee's report and deciding on any action.





Introductory trade bonus  
now available



Only 59p RSP



Unique fine  
textured composition



Attractive 12 or 24  
display outer



Heavyweight launch  
advertising breaks in March

**28 million readers  
will soon get the  
message about a  
smooth new answer  
to hard skin**



18 hard hitting ads  
in first phase



In TV Times, Annabel,  
Cosmopolitan



In Good Housekeeping,  
She, Woman & Home



72% National Housewife Coverage  
76 million adult impressions



Completely outdates rough,  
old pumice stones

**for further details  
contact :**

Dendron Ltd.,  
94 Rickmansworth Rd.,  
Watford, Herts WD1 7JJ  
Tel (0923) 29251

Contact your DENDRON  
representative now.



# Beatson Clark- confidence in glass.



Beatson glass containers provide the necessary protection for packaging pharmaceutical products, in white flint and amber glass.

Beatson Clark have been making glass for two centuries and today

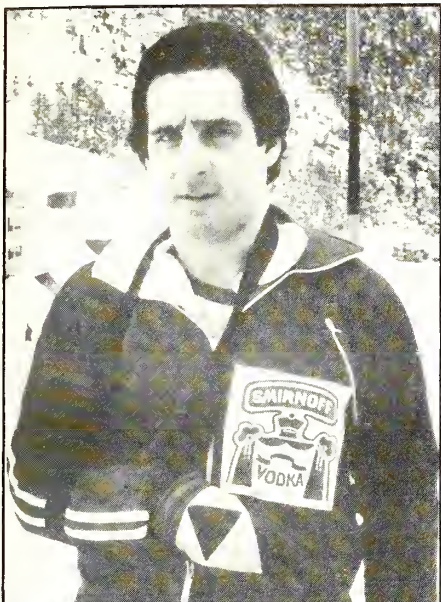
serve the pharmaceutical world with most types of medicinal glass containers.

Ask your wholesaler.  
Beatson, Clark & Co. Ltd.,  
Rotherham, S. Yorks. S60 2AA  
Tel: 0709 79141 Telex: 54329





by Xrayser



**Christopher Cullen, MPS**, aged 23 who works in Staining, Blackpool was one of the seven winners of the Smirnoff Vodka "Great dreams" competition. His dream was to ride a bobsleigh down the Cresta run at St Moritz. However it was decided that the Cresta run was too dangerous for Christopher but he was allowed to go down the Olympic run. After several days of instruction he completed six practice runs but on the seventh, his two-man sleigh got out of control and dragged Christopher 60 yards. Despite torn ligaments and severe bruising of his arm and shoulder, he was determined to complete a run at full speed. This he did on February 2, partnered by Phil Reed, ex-motor cycle champion.

Christopher, who took his degree at Bradford University, told *C&D* he only had about 24 hours notice to be ready for the "off." He had never been on a bobsleigh before or even on a pair of skis. But he said it was a "wonderful experience" and he's had his full share of fame in the local paper. Other winning "dreams" were riding a race at Newbury; water-ski-ing across the Channel, parachute jumping; two weeks on a Jacques Cousteau trip; working on the *Washington Post* or *New York Times*; and doing the Acapulco dive.

**Dr James W. Black**, director of therapeutic research at Wellcome Research Laboratories is the first recipient of the biennial Artois-Baillet Latour health prize. The prize worth BFr 4m was set up in Belgium "to recognise the merits of a person whose work has been made a considerable contribution towards improving the health of the human race".

## Deaths

**McGlaughlin:** Mr Robert George McGlaughlin, JP, MPSNI, Medical Hall, Main Street, Caledon, Co Tyrone, died on February 5 after a short illness. Mr McGlaughlin, who operated the only pharmacy in the village for many years, was taken ill shortly after Christmas. He is survived by his wife and two sons.

## A breath of fresh air

Did you read *Open Shop* last week? There was an authentic breath of retail pharmacy if ever there was one... I'm glad someone else felt that the great Christmas spending spree had passed him by too, although I didn't get caught with many coffrets since I didn't buy any, having concentrated instead on individual stock lines tarted up in Christmas packs by the makers, or gift wrapped free by us. I got caught the year before! But in spite of a pathetic build-up over December I had a jolly good week at Christmas... perhaps it was the weather?

I could identify too with that sour comment "None of us like 'ethical' discounts, however much we may grub around for as much as we can in the present jungle situation." Every man jack of us, can see that if there weren't any discounts we would be better off, for we would be freed from the pressure of government discounting of script payments, which in turn armtwists us into scratching for the last cent. Since the battle of RPM seems finally lost, it looks as though we may as well lie back and enjoy the benefits while they last. It might even be a matter of relief that some of the major wholesalers began discounting, for it meant that many of us could abandon the calculation of discount parcels and go back to weekly ordering?

## Hidden light

Had your Respect for Medicines leaflets yet? No? Neither have I, although I am already using the card the Society sent me. I get the feeling this campaign is a "Mitherless bairn," unloved and unwanted.

As for public response—there isn't one. It looks as though there is not a soul in Britain even aware there is supposed to be a vigorous campaign going on to correct a general casualness with medicines, which is the result of politically inspired prodigality. Yet another government let-down.

## Inflation et sec

We can hardly escape a sense of alarm when the weekly *C&D* price changes come rolling in with such large increases, often in the order of 10 to 20p per item for goods under £1. Never mind what we are told about inflation, last year's official 8 per cent turned out to be 15 per cent for us, while from the trend of current increases, a hopeful 10 per cent must be translated into 20 to 25 per cent.

Like it or not, this further loss in the value of money means that we must look for a correction of income soon. With this as a general background, who does not join the cry of pain from our Northern Ireland colleague J. A. Murphy of Belfast, who asks how it is that we have an agreement which forces him to accept a *cut* of some £1,000 a year in NHS payments?

The answer is as unpalatable as the question. We live in a society where human relations are reverting to being primitive, where only raw strength confers right. While this has always been a foundation fact of life, for many years in Britain it was possible to make worthwhile contracts, in a civilised way, which recognised the needs of all parties to a reasonable return for their labour or investment. Today we have to accept that unless you have muscle and the will to use it, you can kiss goodbye to dreams of sweet negotiated reasonableness.

Until we, you and me and Mr Murphy, are prepared to give our negotiating body, irrespective of its form, our total support, all it can do is to try to persuade by argument and discussion, people who are only to be moved by the twisting of arm... Some chance!

## News in brief

□ The February supplement to the Scottish Drug Tariff includes revised dispensing fees and on-cost allowances applicable from January 1.

□ Chemists and appliance suppliers in Northern Ireland, in November 1978 dispensed 1,084,232 prescriptions (676,827 forms) at a gross cost of £2,584,386 representing a cost per prescription of £2.38.



# COUNTERPOINTS

## Schwarzkopf relaunch Corimist in three variants



Schwarzkopf have launched a new range of hair products under the Corimist name. There are now variants for three types of hair, and that for dry hair has been reformulated.

There are shampoos (100ml £0.61, 200ml £0.91), conditioners (100ml £0.85), intensive conditioners (60ml tube £0.85), setting lotions (100ml £0.69) and hair-sprays (130g £0.95, 275g £1.55) in different variants for each type of hair, a spray tonic (110g £1.09) for dry hair and a quick set (130g £1.05) for all hair types.

Packs are colour coded showing blue for normal hair products, green for greasy and brown for dry. Each product

is packed in dozens—aerosols in shrink wrapped trays and bottles in cardboard cartons, each identifying the contents by means of colour flashes. Also available to the trade is a new range of point-of-sale material.

Derek L. Pace, associate director of marketing and sales, said of the launch of the new Corimist range that it "marks a milestone in our company's development". The products will be featured in an advertising campaign in women's magazines from March onwards.

The company's range of Batiste products for greasy hair is not affected. *Schwarzkopf Ltd, Penn Road, Aylesbury, Bucks HP21 8HL.*

## Smaller Penbritin veterinary pack

Penbritin veterinary powder 100 sachet pack is being replaced by a 20 sachet pack (trade £3.82). Beecham say the smaller size is easier for veterinary surgeons to dispense to farmers. *Beecham Animal Health, Brentford, Middlesex.*

## Abbott distributor

Abbott veterinary products are now being distributed by *Ceva (UK) Ltd, 16 Millbrook Road, Southampton.*

## Vitapointe TV move

Vitapointe, the conditioner formulated for dry hair and used between shampoos, is being advertised on television until February 26, with a further burst from June 25 to July 23. *Ashe Laboratories* say that sales of Vitapointe increased "dramatically" during 1978 when adver-

tised on Midland, Trident and Granada and this successful commercial will now move into the previously unsupported areas of London, Southern, Anglia, Harlech, Westward and Channel.

Vitapointe will also be supported by a Press campaign in the major women's interest magazines, such as *Woman and Home*, *Woman's Weekly* and *My Weekly* with a half-page black and white advertisement featuring the same theme as the television commercial. *Ashe Laboratories Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey.*

## Wisdom smile

Addis and the *Sun* newspaper have got together to run a "Great British smile competition". It is based upon the submission of photographs by the public showing their own, a friend's or a relative's beautiful smile. Entrants will be shortlisted and then re-photographed by a professional *Sun* photographer.

Final judging will take place at a reception at the Savoy Hotel, where finalists will be individually interviewed and the three overall winners named. Prizes include a 3.37 carat diamond worth £13,000, a car and a £1,000 holiday for two. Entry forms will appear exclusively in the *Sun* during February when the closing date for entries will be advised. *Addis Ltd, Brushworks, Hertford.*

## Vestric promotions

Vestric promotions for March include: Clinomyn smokers toothpaste, Cussons Imperial Leather shaving stick refills, Cussons liquid brilliantine, Elnett hair-spray, Elseve shampoo, Fastidia mini pads, Johnson's baby cream, baby shampoo, baby lotion and baby oil, Band-aid waterproof and Band-aid clear, Kleenex boutique, Kotex Brevia, Kotex New Freedom, Mum rollette and refill, Optone crystal clear, Optrex eye dew, Phensic, Rennie's, Savlon liquid, Second Debut CEF600, Second Debut CEF1200, Softly Blonde, Hiltone toners and shaders, Falcon, Sorexa CR1, SR toothpaste, Erasmic super foam, Suleo shampoo, Tampax regular, super and super+, Tender Touch cleansing roll, pleats, puffs white and coloured, Vitalis, Ingram shaving cream, Wernet's and Super Wernet's, Wilkinson bonded blades and Wilkinson II blades. *Vestric Ltd, Chapel Street, Runcorn, Cheshire, WA7 5AP.*

## Oral B floss

Oral B unwaxed dental floss has been temporarily withdrawn following failure of the plastic pack. The manufacturers expect to develop a new pack and reinstate the product within a few months. *Cooper Health Products Ltd, The Firs, Whitchurch, Aylesbury, Bucks.*

## Landaw correction

Last week's advertisement for Landaw manicure and beauty bars (p161) included incorrect information concerning availability. The relevant paragraph should read: "These attractive and practical stands are yours free when you purchase from £96.93 worth of goods." *L Landaw & Co Ltd, 154 Manor Park Road, London NW10 4JR.*

## Polytar price

Stiefel Laboratories have informed us that the correct price for Polytar Plus (C&D, January 20, p62) is £0.90 and not £0.76½ as quoted. The company apologises for any inconvenience caused.



# Now: together: a unique ostomy system and the best in skin care

## SURGICARE System2

Trademark

**Surgicare™ System 2**  
**avoids the daily trauma**  
**of peeling off adhesive**  
**flanges often resulting in**  
**irritation, soreness**  
**and discomfort.**  
**The Stomahesive™ with**  
**flange can be left on**  
**the skin undisturbed**  
**for several days whilst**  
**pouches are replaced as**  
**often as necessary...**  
**so simply.**

### Kinder to the skin

**Stomahesive™ with Flange**  
**may be used by patients**  
**who have experienced**  
**sensitivity reactions when**  
**using ordinary adhesives**  
**and karaya or where**  
**perspiration under**  
**the adhesive is a regular**  
**source of irritation**  
**and discomfort**

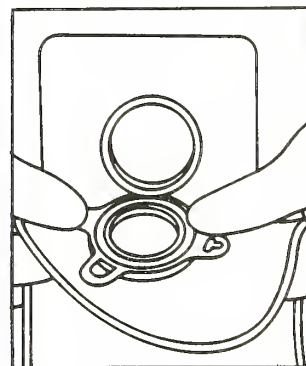
### Unequaled comfort

**The Stomahesive™ base**  
**will mould to irregular**  
**contours of the skin and**  
**is so easy to apply**  
**without wrinkling.**  
**Comfort is derived not**  
**only from the feel of**  
**Stomahesive™**  
**against the skin**  
**but from the confidence**  
**that the appliance**  
**will be secure**  
**and leak free**  
**irrespective of**  
**the condition**  
**of the skin.**



### Avoids adhesive trauma

With the Stomahesive™  
 flange remaining  
 undisturbed, pouches may be  
 removed and replaced as  
 necessary.



The colostomist,  
 for example, may change  
 pouches several times a day  
 without the need to  
 disturb the Stomahesive™  
 base and its flange.



Please send me your illustrated brochure on Surgicare™ System 2 No stamp required BLOCK CAPITALS  
 Address your envelope to Squibb Surgicare Limited, Freepost TK 245, Twickenham TW1 1BR  
 Name \_\_\_\_\_ Address \_\_\_\_\_

CD 1

Squibb Surgicare Limited Regal House Twickenham TW1 3QT Telephone 01-892 0164

Made in England Authorised user of the trademarks Surgicare and Stomahesive Surgicare is the trademark of E. R. Squibb and Sons Inc.



## Albion add two products to their Simple range

The Albion Soap Co, makers of the Simple range of products including Simple soap, cleansing lotion and moisturising lotion, are introducing two more products. Available for sale from April will be Simple skin tonic (£0.79) and Simple shampoo (£0.49, introductory price £0.39). In common with the other Simple products neither the tonic nor the shampoo contain any perfume or unnecessary additives. The tonic tones and refreshes the skin and wipes away any last traces of cleanser. It is said to be suitable for almost every type of skin.

The shampoo's main selling point is its gentleness and it too is said to be suitable for all kinds of hair. *Albion Soap Co Ltd, 113 Station Road, Hampton, Middlesex.*

## Added plink

Miles Laboratories Ltd are investing an even greater amount of money in the advertising for Alka Seltzer this year than they did last year. They will be repeating the "Plink Plink Fizz" campaign since they believe that it has become a household phrase since its

introduction early in 1978. To complement the advertising strong promotional support will be maintained by the company to the trade and the consumer.

Miles are also repeating their health record card promotion due to consumer and trade demand. Over three million cards have been distributed from the display stands and to the general public who wrote to the company. Shelf talkers are also available. *Miles Laboratories Ltd, Stoke Court, Stoke Poges, Bucks.*

## Nappy pants free with Babettes

Robinsons of Chesterfield are helping to boost sales of Babettes disposable nappies with a consumer "proof of purchase" offer of a free pair of Babettes nappy pants. Flashed packs of Babettes 20s offer a free pair of the unique Babettes nappy pants to the purchaser of three packs of 20s. Customers should send proof of purchase to Robinsons of Chesterfield together with the weight of the baby and in return will receive a free pair of Babettes pants. This will provide the customer with the complete Babettes nappy system helping mothers to cut down winter washing and drying problems as well as saving time, money and energy, says the company.

The buying-in period for this consumer incentive lasts until the end of February. Dump bins, shelf talkers and other promotional material are available. *Robinsons of Chesterfield, Wheat Bridge, Chesterfield, Derbyshire.*

## ON TV NEXT WEEK

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

**Alberto balsam conditioner:** All areas  
**Alka Seltzer:** All except A  
**Anadin:** All areas  
**Bisodol:** E  
**Crest:** All except B, E  
**Grecian 2000:** Ln, So  
**Head & Shoulders:** All except B, E  
**J & J cotton buds:** All areas  
**Medinite:** All areas  
**Mentho Lyptus:** All except U, E  
**Minadex:** M, Lc, Y  
**Odor Eaters:** All areas  
**Savlon:** All areas  
**Silvikrin:** All areas  
**Sinex:** All areas  
**Vitapointe:** All except Sc, U, B, G, E  
**Wondra:** Y, NE  
**Zest:** M, Lc, Sc, B, G

## THE NAIL MENDER Everyone wants



*Louis Marcel*

## QUICK-SET INSTANT NAIL REPAIR

and here are some of the other famous  
Louis Marcel products



CLASSIC  
NAILS.



If you would like a representative to call to present any of these or our other fine products, simply telephone Windsor 51336 or write  
Louis Marcel Ltd, 12 Bexley Street, Windsor, Berks.

**LM**

**LOUIS MARCEL LTD**

Britain's most progressive toiletry company



# BEECHAM PROPRIETARIES

Prices effective from 5th February 1979

Product Description	Retail Price Per Unit Inc. VAT	Content Per Case in Dozens	Standard Wholesale Price Per Dozen Excl. VAT	Product Description	Retail Price Per Unit Inc. VAT	Content Per Case in Dozens	Standard Wholesale Price Per Dozen Excl. VAT
	p.		£		p.		£
Beechams Powders (8 Powders) Standard	35	1	2.97	Clean and Clear	79	1	6.70½
Beechams Powders (19 Powders) Large	58	½	4.92	Germolene Standard	39	1	3.31
Beechams Powders Tablets (16) Standard	35	1	2.97	Germolene Large	59	½	5.01
Beechams Powders Tablets (40) Large	58	½	4.92	Germolene Tube	39	1	3.31
Beechams Powders Hot Lemon 5 Sachets	41	1	3.48	Germolene Medicated Footspray	60	½	5.09
Beechams Powders Hot Lemon Display Tray 5 Sachets	41	2	3.48	Germolene Medicated Plasters	* 39	½	3.31
Beechams Powders Hot Lemon 10 Sachets	66	½	5.60	Germolene New-Skin	40	½	3.40
Phensic (24 Tablets) Standard	38	2	3.22½	Germoloids Suppositories Standard	48	1	4.07½
Phensic (50 Tablets) Medium	55	½	4.67	Germoloids Suppositories Large	87	¼	7.38
Phensic (100 Tablets) Large	87	½	7.39	Germoloids Ointment	48	1	4.07½
Nurodol (12 Tablets) Standard	33	1	2.80	Germoloids Toilet Tissues	* 44	½	3.74
Nurodol (24 Tablets) Large	56	½	4.75	Veno's Standard	47	1	3.99
Phosferine Tablets Standard	33	1	2.80	Veno's Large	66	½	5.60
Phosferine Tablets Large	56	½	4.75	Veno's Honey & Lemon Standard	47	1	3.99
Phosferine Liquid Large	56	½	4.75	Veno's Honey & Lemon Large	66	½	5.60
Yeast-Vite Standard	35	1	2.97	Mac Lozenges Carton	30	2	2.55
Yeast-Vite Large	66	½	5.60	Mac Honey-Lem Carton	30	2	2.55
Phyllosan Standard	58	½	4.92	Beecham's Pills Standard	34	1	2.88½
Phyllosan Medium	87	⅓	7.38	Beecham's Pills Large	58	½	4.92
Phyllosan Large	1.69	⅓	14.34	Fynnon Salt	38	1	3.22½
Iron Jelloids Standard	68	½	5.77	Fynnon Calcium Aspirin (24 Tablets) Standard	42	1	3.56½
Iron Jelloids Large	1.09	¼	9.26	Fynnon Calcium Aspirin (48 Tablets) Large	68	½	5.77
Eno 'Fruit' Salt 10 Sachets	37	1	3.14	Ellimans Embrocation Universal/Royal Standard	35	1	2.97
Eno 'Fruit' Salt Standard	51	½	4.33	Ellimans Embrocation Universal/Royal Large	50	1	4.24½
Eno 'Fruit' Salt Large	84	½	7.13	All Fresh Squares	34	1	2.88½
Lemon Eno 10 Sachets (Granada TV)	37	1	3.14	All Fresh Baby Bottom Wipes	34	1	2.88½
Lemon Eno Standard (Granada TV)	51	½	4.33	A & P Infants Powders	32	½	2.72
Dinneford's Gripe Mixture	38	1	3.22½	2nd Debut C.E.F. 600 Medium	*1.89	½	14.72
Maclean Indigestion Tablets Standard	35	1	2.97	2nd Debut C.E.F. 1200 Standard	*1.39	½	10.83
Maclean Indigestion Tablets Large	57	½	4.84	2nd Debut C.E.F. 1200 Medium	*2.25	½	17.53
Maclean Indigestion Powder Large	57	½	4.84	2nd Debut C.E.F. 1200 Large	*3.65	¼	28.42
Setlers Standard	30	1	2.54½				
Setlers Large	46	½	3.90				
Diocalm Tablets (48 Tablets) Standard	† 58	1	4.92½				
Diocalm Tablets (88 Tablets) Family	† 94	½	7.98				

† Sale is restricted to persons lawfully conducting a Retail Pharmacy business and to Wholesalers registered to deal with drugs referred to in Schedule 1 of the Misuse of Drugs Regulations 1973.

\* Price Maintenance – Fixed prices for all above products, except those marked \*.  
All Case Terms are subject to the addition of 8% Value Added Tax.

# Kimberly-Clark Simplicity on TV in seven areas

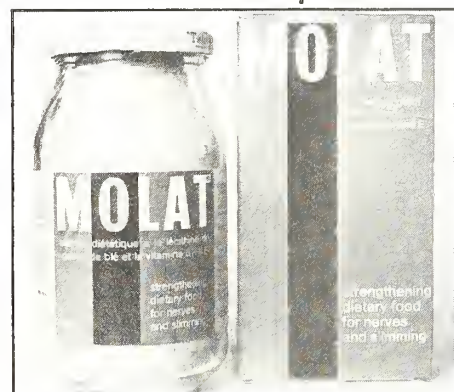
Following Johnson & Johnson's lead, Kimberly-Clark Ltd are taking advantage of the IBA's current experiment in sanpro advertising on television. Their Simplicity press-on towels will be advertised in seven television areas from February 26 to March 31: Scotland, Tyne Tees, Yorkshire, Midlands, Wales and West, Westward and Channel. Each area is being allowed to carry advertising for one sanpro manufacturer only.

The commercial features a young mother "coping" with two children at a fairground. Hannah Gordon's voice-over assures women "There's simply nothing safer". The company are spending £150,000 on the television commercial and are backing it with £400,000 worth

of Press advertising from February to December with full colour advertisements in leading women's magazines including *Woman's Own* and *Woman's Realm*.

There will also be £250,000 spent on below-the-line promotional activity including coupon redemptions and reduced price packs. This means that the company will be spending a total of £800,000 to promote the Simplicity range during 1979. Product manager, Ron Huggins said that it was felt that this level of support would mean that Simplicity "will continue to dominate the press-on sector and gain brand leadership in the total towel market". *Kimberly-Clark Ltd, Larkfield, Maidstone, Kent.*

## Molat meal replacer



Molat meal replacer (250g, £3) is being relaunched with a spring promotion at the end of March. Molat is a dietary supplement made from natural products with no added preservatives—fresh skimmed milk, date extract rich in fructose, cereal germ oil, extract of wheat germ and wheat germ lecithin. It can also be taken as a meal replacement in calorie-controlled diets.

Vouchers offering consumers a 50p saving on Molat purchased in April or May will appear in *Here's Health* and *Healthy Living*. During March, April and May trade prices will be £18 per dozen instead of the usual £24 per dozen. *Synpharma International Ltd, Castle House, 21 Davey Place, Norwich.*

## Cooper posters

To highlight the need for correct tooth and gum brushes to be used, with dental floss and disclosing tablets, further educational and display material has been produced by Cooper Health Products Ltd. This includes wall and window stickers and posters. Slogans used include "Anatomy of a perfect toothbrush" and "Arm yourself to the teeth to fight dental decay".

Educational and publicity material on caring for children's teeth is also free. The material includes leaflets, wall handbills, posters and banners with slogans such as "At my age who needs a toothbrush?", "Caring for your baby's teeth," and "Put Oral-B where your mouth is." The value of regular brushing, correct techniques and a guide to brushes are covered. *Cooper Health Products Ltd, The Firs, Whitchurch, Aylesbury, Bucks HP22 4JU.*

## Toothguard brands

Prevdent will be gradually bringing their existing products under the brand name Toothguard and will be included as such in the C&D Price List. *Prevdent Ltd, 6 Queensway House, Hatfield, Herts.*

## Lilia offer

Lilia towels from Lilia-White are being promoted from February 19 to April 13 with a cashback offer. Tokens valued at 5p will be printed on all packs. During the first four weeks of the promotion two tokens will be printed on each pack and in the next four weeks, one token. Purchasers enclose two or more tokens, up to ten maximum, with application form inside packet to receive a cash refund to the equivalent value. *Lilia-White Ltd, Alum Rock Road, Birmingham.*

## Uvitan Stateside

WB Pharmaceuticals will be running a consumer competition with their Uvitan products. The competition, run in conjunction with *Look Now* magazine, will offer the winner a two week holiday on the west coast of America for two people with £500 to spend. It will appear in the June issue and will be backed by general advertising in other women's magazines. *WB Pharmaceuticals Ltd, Bracknell, Berks RG12 4YS.*

## 'Keep it with Kodak' this summer

Kodak's message for their biggest-ever summer advertising campaign will be "It only happens once: keep it with Kodak". For the first time, Kodak will be on television every week from April until August—and with a series of imaginative 60-second commercials in which scenes continue to "move" while being folded, concertina-style, into a film carton. There will be special commercials for Ektra cameras and Kodak instant cameras. National Press, women's magazines and specialist Press also feature strongly in the plans. Other campaigns will encourage the public to have their prints made on Kodak paper.

For the dealer there will be a series of promotions, advertising allowances—and a summer bonus featuring extended credit on £500 minimum orders placed for delivery March 5 to April 12. *Kodak Ltd, Kodak House, Station Road, Hemel Hempstead, Herts.*

## Agfacolor 400

Agfa are launching their new Agfacolor CNS 400 at the Photography at Work exhibition at Wembley Conference centre next week (February 19-22). It will be available in 35mm (36 exposures, £1.94) and 120 roll film. *Agfa-Gevaert Ltd, Great West Road, Brentford, Middlesex.*

## PRESCRIPTION SPECIALITIES

### Celbenin vial

The vial size of Celbenin 1g vials has been increased from 5ml to 10ml to facilitate preparation of solutions for administration. The formulation and price are unchanged. *Beecham Research Laboratories, Beecham House, Great West Road, Brentford, Middlesex.*

### Rythmodan 150mg

Rythmodan (disopyramide) is now available as 150mg capsules, as well as 100mg capsules and injection. The new presentation (100, £8.50 trade) is white with "150" printed in black. *Roussel Laboratories Ltd, Wembley Park, Middlesex.*

## Conforming Kling

Due to an improved technique in the manufacture of Kling conforming bandages the product now has a greater elasticity which is well above the minimum specification required to conform with BPC standard. The product now has better conformability. *Johnson & Johnson Ltd, Slough, Berks SL1 4EA.*





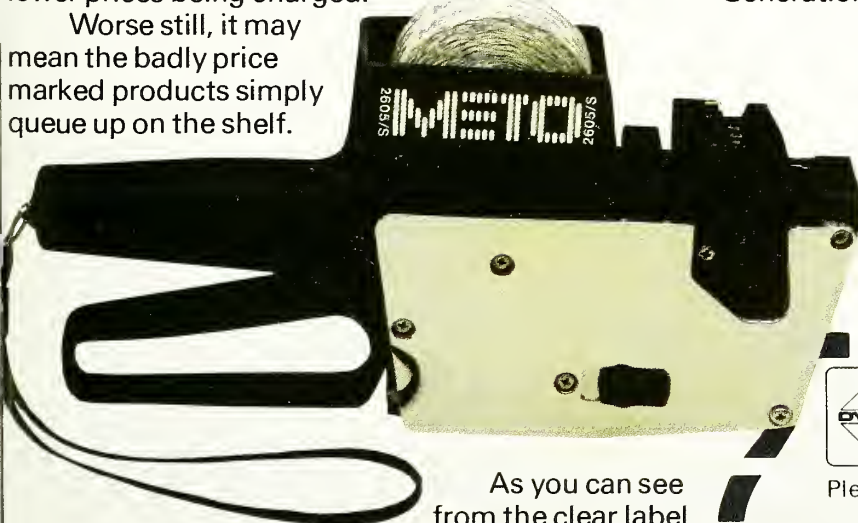
# Would you buy a medicine if you couldn't read the label?

Bad marking costs you money.

It costs you the investment in unreliable pricing systems and the time spent using them.

It costs you customer goodwill and can result in lower prices being charged.

Worse still, it may mean the badly price marked products simply queue up on the shelf.



As you can see  
from the clear label

on the right, Meto's New Generation  
of pricing guns can stop all this.

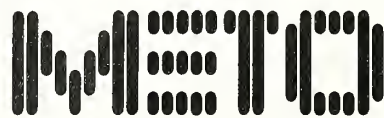
The print is large.

Meto's unique constant print action ensures no  
variation whoever does the marking.

The ink unit is clean and easy to replace. And,

because the guns are precision-made from metal they  
will last for years paying for themselves many times over,  
being easy to load and difficult to jam.

If you would like to know more about how the New  
Generation can save you money, send for our brochure.



**reliability offers  
your customers  
the best prices**



Dymo Ltd., Retail Systems Division  
Victoria Road, Feltham,  
Middlesex, TW13 7DR  
Telephone 01-890 1388

Please send me the New Generation brochure.

Name

Company Name

Address

Tel. No.

Denote 1/2 day closing



A man in a white lab coat, blue shirt, and patterned bow tie is holding a single yellow daffodil flower to his nose. He is looking at the camera with a slight smile. To his left is a large cardboard box filled with many yellow plastic daffodils. The box has the text 'GREAT INCENTIVES LTD.' and 'PLASTIC DAFFODILS' on it.

**It's probably a long time since  
you made your customers an  
exciting new offer.**

**GREAT  
INCENTIVES  
LTD.**

**PLASTIC  
DAFFODILS**





## Like their money back.

When your customers buy any 3 of the specially marked brands, we'll send them 50p back.

So don't be caught without plenty of specially marked 'Cash Back' stock on your shelves.

We're backing you all the way with a big-space national press campaign. There will be 32 million money-back coupons, and a really spectacular in-store display kit.

See your representative/or wholesaler for details.



Q-tips Cotton Swabs - 105's Vaseline Balanced Care Shampoo - 136ml or 350ml  
Vaseline Petroleum Jelly - No. 2 size Vaseline Intensive Care Lotion - Herbal or Regular 185ml  
Vaseline Intensive Care Hand Cream - 50ml tube or 105ml jar  
Vaseline Intensive Care Anti-Dandruff Shampoo - 90ml

## Vaseline Brands 50p Cash Back

Vaseline and Q-tips are registered trade marks of Chesebrough-Pond's Ltd

# Using space efficiently to generate profits

by Eric A. Jensen, BCom, MPS, MInstM, FIPharmM

In most pharmacies the largest expense after wages and salaries is almost certainly rent and rates. And rent and rates are only a part of the cost of occupying business premises. So it is surprising that the efficient use of space in producing profit is generally neglected. Even more surprising is the evidence that the independent pharmacist seems to pay less attention to this aspect of business than does the multiple.

The "big boys" tend to generate much more sales value per square foot than the smaller concerns. According to A. C. Nielsen, a few years ago the large independents in pharmacy were taking just over 50 per cent more per square foot than the small, while Boots and food shops were doing better still. Many pharmacies which are small in area ignore the simple basic principles of space use and fail to take advantage of the inherent benefits of their small size.

## Most powerful selling space

Theories about selling and display vary enormously and the experts often differ. But it can be demonstrated fairly conclusively that one of the most productive selling areas is around the perimeter walls of a pharmacy at a height of about 18 inches above and 18 inches below eye level. This is some of the most powerful selling space.

Remember that the smaller shop has a longer perimeter relative to area than has the larger shop and take a fresh look at how this wall area is used. Is easy access allowed for customers to walk round the area? But first let me clarify what I have said about area and perimeter: a shop 20 x 20 feet has 400 square feet and 80 feet perimeter, while a shop 40 x 40 feet gives only 160 feet for an area of 1,600 square feet. Four times the area gives only twice that crucial key selling space.

Whatever the length of the walls they can be added to by not leaving them flat but by building out into the floor area. The extent to which this can be done will vary with the total space available, but such an arrangement can provide, for example, office space within the shop itself or the privacy required for fitting of appliances. By adopting this idea an existing office can be converted into selling or dispensing space and with gain in more than one direction at the same time.

This leads to a basic exercise which can be rewarding. All that is needed is a tape measure, a note book, and a few minutes. Check on the size, height as well as width and length, of every room, including cellar, ground floor, attic, every landing, every bit of space



for which you pay rent, rates and so forth. Then work out what proportion of the whole is employed for activities which are not contributing to profitability. Next, ponder on the prospects of converting non-productive into productive. Finally go into costs of having any necessary work carried out, find out whether there is anything in the lease etc, to frustrate any ideas. The cost must be balanced against the potential benefits, so a little market research as to the likely effects on OTC and dispensing volume is needed. In considering benefits, do not forget that even if increased profit might not result at once your work may be made easier.

Stock rooms are often graveyards where we bury our buying mistakes. Are stockrooms needed at all? Could reserve stocks be carried in the shop itself, employing for this the areas which are of small, if any, selling value? As a rule, space on the walls above about seven feet is seen hardly at all by the public, unless you have a very large shop. Why not utilise this space up to the ceiling for shelves to replace the stockroom? The economies can be great as the waste space which stockrooms need for access passage is gone. Calculate the volume of the actual goods in the stockroom and see how this can be equalled by a comparatively small

amount of shelf storage which can be filled solidly. Further shop space which can again be used to "liberate" a stockroom is that from floor level upwards for one or two feet. Here it is necessary to take precautions against merchandise becoming soiled or damaged by fitting sliding doors or curtains.

Quite apart from the direct selling advantages of converting a stockroom into part of the shop stock control will improve and stock handling is made easier. The tendency of most customers, especially in a large pharmacy, is to walk round the perimeter rather than into the central floor area. Ideally you want them to see as much of the wares as possible, by being encouraged to circulate. You can promote this aim by ensuring that aisles are wide enough, that there are no "dead-end" aisles and there is no "cluttered-up" appearance. Too many retailers try to show too much in too small a space. The old advertising adage that "all display is no display" should be a warning. Occasionally, in some specialised types of business, a mass display of a wide range of goods can pay, but usually selective display with definite focal points of goods is more successful.

Customers should have a clear view

*Continued on p190*

17 February 1979





# **Benylin Paediatric**

the favourite for children's coughs

When you recommend Benylin Paediatric you know it'll be effective, because it's specially formulated for children, and is based on the proven anti-tussive Benadryl\* (diphenhydramine hydrochloride). It's an established pharmacy-only product.



It's very acceptable, too. Children find its pleasant raspberry flavour easy to take. Just think—you could be giving the parents a good night's rest as well as the child when you recommend Benylin Paediatric.

**PARKE-DAVIS**  
good products for you and your customers

Benylin\* Expectarant for the chesty cough • Benylin Fortified Linctus for the dry irritating cough • Benylin Paediatric specially formulated for children  
Parker's Cough Linctus decongestant/cough formula for the coughs that came with colds & flu \*Trade mark P0004679

# Oral-B A habit they'll n

The day a baby acquires its first teeth it should start to learn a new habit, Oral-B. A good habit to last a lifetime. Because Oral-B have the only complete range of professional toothbrushes to cater for every member of the family. All scientifically designed by dentists for thorough plaque removal and gentle gum stimulation.

Oral-B toothbrushes have small heads of gentle round-tipped, high quality nylon filaments, fine and flexible to reach between crevices. And all have a straight handle to allow the careful guidance needed for thorough brushing of the teeth.

They come in six sizes. The Oral-B 2 Row for babies. Oral-B 20 for children. Oral-B 30 for adolescents. The Oral-B 35 & 40 are the toothbrushes most highly recommended for adults by dentists. While the Oral-B 60 is for customers who prefer a larger brush - but most recommended for dentures.

Oral-B is the only complete range of toothbrushes fully endorsed by the dental profession. So doesn't it make sense to stock them? Ensure your customers stay with Oral-B - the world's largest selling professional toothbrush.





# -B. ever grow out of.



**Oral-B**

The world's first name in dental care



# Abused advertising to 'glorify own name'

The Mayor of Calderdale, Councillor Richard Deadman, was reprimanded by the Statutory Committee for allowing his name to be used to advertise a medical delivery service in the Halifax area. Sir Gordon Willmer, chairman said that Mr Deadman, Salterlee House, Shibden, should have known better in view of his experience and stature in the profession.

"He abused the opportunity for the purpose of glorifying his own name, and this is a matter for serious objection and a matter for which he can only be reprimanded," said Sir Gordon. When the case was first considered by the Committee last November (C&D, December 2, 1978, p920) in his absence, Mr Deadman was accused of professional misconduct as a pharmacist.

Mr Josselyn Hill, for the Society, said then that the announcements of the service in three successive editions of the *Halifax Evening Courier* last April were "blatant advertisements". He said the whole tenor of the advertisements implied a professional service, and conflicted with the council's statement upon matters of professional conduct. "The

telephone number and address given in these advertisements were those of a pharmacy at Gibbet Street in which Mr Deadman has a financial interest, although it is registered as owned by a Mr Peter Clayton," Mr Hill said.

At last week's hearing, Mr Hill referred to the front page of the *Halifax Evening Courier* of November 28, which carried a report of the original proceedings. He said the page also carried an insert containing reported comments by Mr Deadman in which the use of the restricted title of "chemist" was made in connection with local delivery and collection services. "I am not suggesting there is any objection to the service itself, but to the advertising of it," said Mr Hill. Mr Hill also produced a letter from the editor of the *Evening Courier* in which Mr Dennis Taylor said he would like the Committee to know that Mr Deadman made his statement only after being approached to do so by his newspaper. Mrs Gillian Clayton, Gibbet Street, Halifax, said the advertised delivery service was run by her. It was intended to provide a service to the aged,

young mothers with families, the handicapped and organisations and businesses which required first-aid equipment.

Before the advert was drafted, she and Mr Deadman sought advice and she used his name with his permission because he was well known in the area as a councillor and a chemist. Mr Deadman declined to give evidence at today's hearing, but said in a statement to the Committee that when he was approached by the Press he felt compelled, as a leading public figure, to respond to the report of the November hearing. It was done in the heat of the moment, and had he thought about it he would not have responded in that way.

"But throughout this affair, I have responded honestly because I believe I have done nothing to be ashamed of." He said the advertised service was entirely separate from the established prescription delivery services. He deeply regretted allowing the advertisements to carry his name. "There is no danger of me ever repeating the mistake and risking the position that I am in now," he said. "I give my promise that if I find it necessary to advertise in future I will do so in the prescribed way."

Sir Gordon said that if Mrs Clayton had used her own name in the advertisements there would have been no proceedings before the committee because she was not a pharmacist.

## Using space efficiently

*Continued from p186*

across the shop. This may mean eschewing the high display "aids" some manufacturers provide. Avoid these barriers, both from a selling angle and from the security aspect. Avoid them in the central area, and above all shun them directly inside the entrance to the pharmacy. I shudder when I enter a pharmacy and am confronted by a six-foot showstand which stops me seeing into the interior. This makes a small shop appear smaller and a large (or small) one appear anxious to repel boarders!

Once you have considered your overall allocation of space ask yourself a basic question: "Is it more efficient, broadly, to bring goods to staff and customer, or to cause staff and customer to move to the goods?" In short, who or what should move? This should be related to both dispensary and "front shop." A prime aim should be, I suggest, to make it easy for customers to buy and easy for staff to supply their needs. So another rule which applies, in most cases, is to have the pharmacy on one floor, the ground floor, as far as is feasible. To have a stock room on ground level behind the shop and at the same time a sales floor above, does not make business sense, unless it is quite unavoidable. The great majority of people do not like lifts, stairs or

escalators. Until all the ground floor space is fully adapted for selling—in which I include dispensing—do not expand up or down.

Many large stores are on several floors, but do they use parts of the ground floor for non-merchandising activities? Certainly not the market leaders, and who wants to imitate the others? Supposing a stockroom is a must, and supposing this has been moved up or down in pursuit of the principles put forward in this article, what about movement of goods? How many pharmacies are there where staff spend time on five or 10 or 20 journeys daily into cellar or up to first or second or sometimes third floors? This happens frequently despite the theoretical once or twice a day replenishment that is supposed to occur.

Pharmacists with this kind of problem could, I think, make much more use of the lifts seen in restaurants where the kitchen is below. If the business is such that a large warehouse or stockroom is economic it probably justifies having a member of staff based in the warehouse. Let goods or prescriptions travel up and down instead of staff. On the other hand, if the business is small, could not your front shop be the stockroom on the lines already described?

Another time I hope to suggest some radical ideas about layout, linking up with the basics I have mentioned. To parody the song well-known to my generation it is, with some reservation, "not what you show but the way that you show it."

## Opportunity to plead leniency

The case of a Glasgow pharmacist convicted of embezzlement while working in Stranraer was adjourned until March, last week by the Statutory Committee. Sir Gordon Willmer said that Mr John Graham Forbes, Ashcroft Drive, Croftfoot, who did not attend the hearing, "will be given the opportunity of coming before us and showing good reason why we should treat him leniently."

Mr Forbes was convicted at Stranraer Sheriffs Court in June last year of three offences of embezzlement during his employment as manager of the James Gordon pharmacy in Hanover Street. He had pleaded guilty and was fined a total of £500. Det Con James Davitt of Stranraer told the Committee that a director making a check on bank pay-in slips found two had been blatantly falsified and £148.45 had not been banked.

The police were informed and during inquiries it came to light that Mr Forbes had been drawing wages for three people. Mr Forbes had misappropriated £179.50 in wages, said the officer.

The Committee heard that Mr Forbes was now working as a superintendent, managing director and secretary with a Glasgow pharmacy. Adjourning the hearing, Sir Gordon said it seemed obvious that anyone who had been convicted of offences of embezzlement must regard themselves as being in peril.

*More reports on p192*



# TAKE OFF in 1979 with STAR GEMS Jewellery

## BIG PROFITS - FAST SALES

All displays delivered  
retail priced  
ready for  
**INSTANT  
SALE**

Fashion Jewellery  
counter stand



**BOOST  
YOUR  
PROFITS  
NOW**

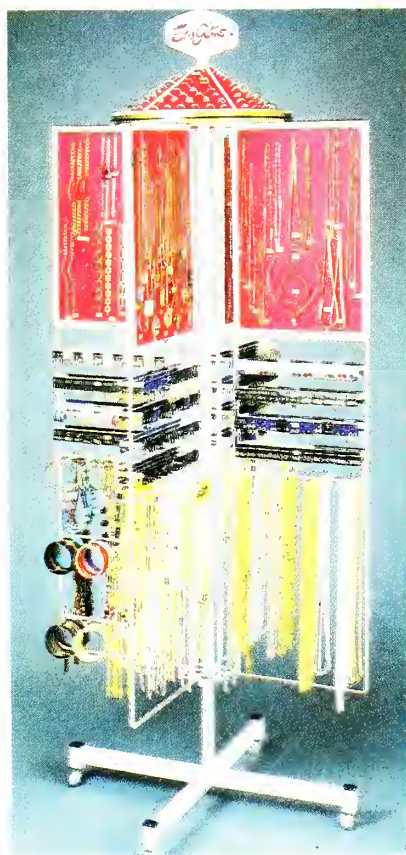
Every  
display  
contains  
a fantastic  
selection of  
all the latest  
lines, adding  
elegance and  
beauty to your  
shop -----

A BOON TO  
THE BUSY CHEMIST

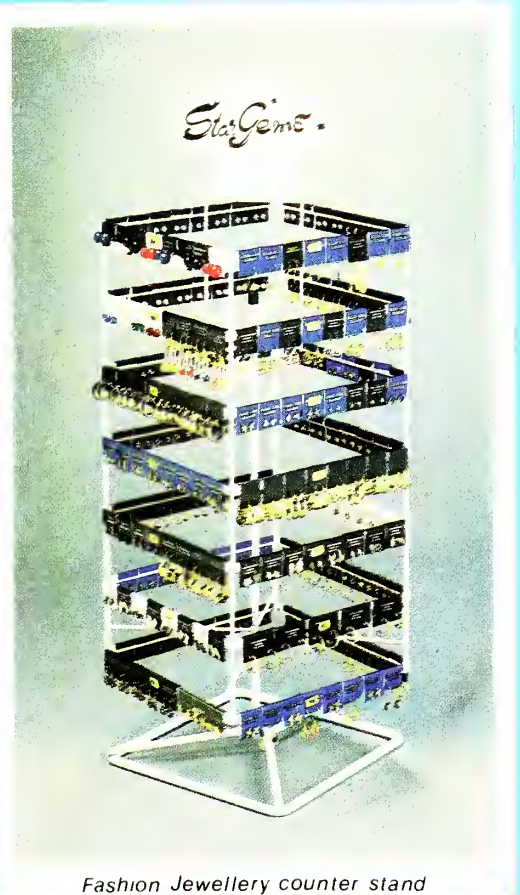
★ **STAR GEMS** ★  
**FANTASTIC DISPLAYS**  
**SIMPLY TAKE OFF** ----  
----- leaving you  
over the moon' with  
results -----

Star Gems displays are  
sold in chemists shops,  
stores and multiples  
throughout the U.K, join  
them now for a very  
profitable 1979 .....

PROMPT ATTENTION ASSURED



Fashion Jewellery floor stand



Fashion Jewellery counter stand

**FAST SALES AND  
BIG PROFITS**



Silver Jewellery counter stand

**StarGems** ★  
REGD  
OF  
LEICESTER LIMITED

TELEPHONE 0533 667800  
OR WRITE TO

**160, Melton Road, Leicester**



## Staff laughed at pharmacist

A pharmacist accused of failing to exercise adequate control over a West End pharmacy said the unqualified staff laughed at him when he warned them against selling drugs behind his back.

Mr Gerald Francis McGeough, Benhares Road, Plumstead, who was reprimanded by the Statutory Committee told the Committee that he saw the manager and assistants at the Cranbourne Street premises of W. B. Hubble Ltd make illegal sales of drugs and medicines. When he tried to stop them he was overruled and the staff went on selling the items over the counter without prescriptions or supervision.

The Committee was considering a complaint from the Council of the Society that he was the superintendent pharmacist at the time the company was convicted of illegal sales under the Therapeutic Substances Act in March 1978. Mr McGeough also admitted being convicted last September of permitting the unsupervised sale of Gee's Linctus at the same shop in June 1978.

Also appearing before the Committee was Mr David Beck, High Street, Harrow Weald, who at the time of the offences was the secretary and director of the company. Mr William Fowler, an inspector of the Society, said he visited the shop and was sold penicillin tablets without a prescription by an unqualified assistant. Another inspector, Mr George Norris, said he arranged for a colleague to visit the shop seven months later and purchase a bottle of Gee's Linctus. This transaction was made in the absence of a pharmacist.

Mr McGeough said that after the first offence he complained to Mr Beck that the staff were continuing to make illegal sales and the director came in and threatened the staff with the sack if they continued to ignore Mr McGeough. "But the staff laughed at me and claimed to know more than I did about what could be sold. They even hid drugs and sold them when I was not looking", he said.

The Committee decided to administer reprimands to Mr McGeough, Mr Beck, and the company for what the chairman Sir Gordon Wilmer described as a "sorry state of affairs". He criticised Mr Beck for limiting the authority of his superintendent pharmacist by giving him no control over the unqualified staff who made illegal sales behind his back.

## Name restored

Five years after his name was removed from the Register because of mental illness, a 59-year-old Bristol man was reinstated into the profession by the statutory committee last week. Mr Michael Nevins Stuart of Durweston Walk, was said to have made a complete recovery from his chronic depression in 1973

which led him to steal quantities of Controlled Drugs while working as the superintendent pharmacist at Welwyn department stores, Welwyn Garden City.

## Reprimanded for advertising

A Milford Haven pharmacist who advertised his professional services and the virtues of his pharmacy through local newspapers last year was severely reprimanded by the Statutory Committee. Mr James Gerald James, of Charles Street, was accused of misconduct following the appearance of full-page advertising features in the *West Wales Guardian* and the *Western Telegraph* in April last year to mark the 100th anniversary of the business.

Mr Josselyn Hill, for the Society, said these advertisements conflicted with "the Statement upon Matters of Professional Conduct which laid down that the dispensing of medicinal products or the professional services of a pharmacy should not be advertised directly or indirectly."

The feature articles in the newspapers and most of the surrounding advertisements used the title of "pharmacy" and the initials MPS. When the advertisements were drawn to his attention, Mr

James wrote to the Society "... it is sad to think that what should have been a milestone in local pharmacy now has become rather sour due to, for want of a better term 'splitting hairs.'"

Mr James told the Statutory Committee that he now realised he made a dreadful mistake in allowing the features to appear in the way they did. The whole idea of the articles was an historic one, for few pharmacies stayed in business for 100 years in virtually one family. None of the manufacturers and wholesalers who supported the feature with advertisements seemed to have realised or mentioned to him that the articles were contravening the code of ethics.

The chairman, Sir Gordon Willmer said it was sufficient to say that both features were really blatant pieces of advertising—advertising the virtues of Mr James as a pharmacist and his business as a pharmacy.

Sir Gordon added: "I think he realises now that he has put himself in grave danger of having his name removed from the Register. But in fairness to Mr James it should be said to his credit that he made no attempt to brazen it out with us or defend his actions and in those circumstances we do not propose to exact the supreme penalty."

## Cruel to strike off 'till milker'

A Southampton pharmacist admitted "milking the till" of £2,000 from his employer over 18 months, when he appeared before the Statutory Committee. Sir Gordon Willmer, chairman, told Mr Kenneth Cookson, a pharmacist for 20 years, that the Committee would adjourn its decision for 12 months. He would then have to satisfy the Committee that he had rehabilitated himself, and was fit to remain on the Register.

There were special circumstances in this case, said Sir Gordon, and the Committee had come to the conclusion that it would be positively cruel to impose the supreme penalty of striking him off the Register now. Mr Cookson, of Meadow Gardens, Waltham Chase, Southampton, and his former employer, Mr Edwin Ashelford, of Westway, Frome, Somerset, were also reprimanded by the Committee for the sale of a Part One poison without the supervision of a pharmacist.

The sale took place at Mr Ashelford's shop in Fryern Arcade at Chandlersford, Hants, in August 1977. At the time, Mr Ashelford was the superintendent pharmacist and director of E. J. M. Ashelford Ltd, but last year sold the company and the Chandlersford business. At the hearing Sir Gordon said that the Committee took a very poor view of Mr Ashelford attempting to supervise a pharmacy in Chandlersford while living in Frome and visiting that pharmacy only once a week.

"We regard his behaviour in that respect as little short of callous," he said. "It seems to us that he was virtually

washing his hands of the pharmacy of which he remained superintendent pharmacist. That, in our view, will just not do." Sir Gordon said that it seemed to the Committee that Mr Cookson, the pharmacist in charge of the shop, exercised far too little supervision.

Mr Josselyn Hill for the Society said that Mr Cookson had been convicted at Eastleigh last October on charges of dishonestly destroying till rolls and theft of money and was fined £450 and ordered to pay the company a total of £2,000 compensation.

Giving evidence, Mr Ashelford, who runs a drug store in Frome, said that in 1975, shortly after starting his business at Chandlersford, he went to live in Somerset and appointed Mr Cookson to run the business for him. In the early stages everything went smoothly and a warning letter from the Society was the first indication he had that anything was wrong. He discussed the matter with Mr Cookson and was quite happy that the supervision of sales of Part One poisons would be tightened up.

Mr Cookson told the Committee that he was thoroughly ashamed of what he had done. His troubles stemmed from the time when his own business failed, leaving him, his wife and four children with absolutely nothing. He had no excuse for the offences he had committed except that, in trying to get things right, he just got deeper and deeper in trouble. Mr Cookson added that he was now working as a hospital pharmacist and he felt that, given the chance, he could make amends for what he had done.





# Benylin Expectorant

why do you recommend it so often?

Simply, because Benylin Expectorant really works, and that means satisfied customers for you. Benadryl\* (diphenhydramine hydrochloride) is a proven anti-tussive, and just part of an established pharmacy-only formula that you can recommend with

confidence to your customers.

And there's another important point. When you recommend Benylin Expectorant, it's not just a good professional recommendation—there's a good profit for the pharmacy, too.



## PARKE-DAVIS

good products for you and your customers

Benylin\* Expectorant for the chesty cough • Benylin Fortified Linctus for the dry irritating cough • Benylin Paediatric specially formulated for children  
Parker's Cough Linctus decongestant/cough formula for the coughs that come with colds & flu \*Trade mark P0004679.



# Make profits while the sun shines.

Uvitan. The sun-care success story of 1978: from nowhere to No. 3 — in a single year! And, this summer, Uvitan will be attacking those top 2 spots with a really heavyweight promotional campaign.



**TV.** 140 commercials in only 11 weeks — and every one a full 30 seconds long.

**Magazines.** 12 top women's journals. A 4-month campaign. A total of 48 advertisements. And all whole-page, full-colour.

**Point-of-sale.** A multi-product display unit — FREE OF CHARGE (subject to minimum order).

## COMPETITION

A \$3000 sun-fun holiday competition for your customers.



Two tremendous Bonus Plans\* to give you profits up to 75%.

Full details from your WB Pharmaceuticals representative, or from the address below.

\* Bonus Plans available on all orders placed before 31 March 1979.



## Uvitan. Don't you forget it!

WB Pharmaceuticals Limited, Bracknell, Berkshire RG12 4YS Tel: Bracknell (0344) 50222. Telex: 847634. **WBP**





# Minister defends vaccine supply by doctors

The Department of Health has rejected the National Pharmaceutical Association's assertion that vaccines should normally be supplied only through pharmacies. The reply from Roland Moyle, Minister for Health, was considered at last month's NPA Board meeting.

Mr Moyle says the Department's policy remained what it had always been: that dispensing should normally be carried out by pharmacists. However, he does not consider the arrangements to be contrary to the principle "because they cater for circumstances somewhat different from the normal". Where general practitioners vaccinate in their surgeries or in patients' homes it is preferable from the patient's point of view not to have to collect a supply before the treatment can be given, Mr Moyle says.

## Local difficulties only

"Payments to doctors under the 'personally administered' arrangements have increased in recent years but from the latest available figures they still amount to only about £20 a year (including the cost of drugs) per doctor. This suggests that any problems resulting from the arrangements should be fairly small for pharmacists generally, although there could perhaps be local difficulties. We have no analysis of the payments made by reference to type of vaccine, etc, but it seems likely as you suggest that the bulk of the payments under the arrangements are in respect of influenza vaccine. The increase in payments since 1975-76 has probably been caused by an increase in claims for influenza vaccines in respect of sizeable groups of people (for example school children). There must be a limited number of doctors with the opportunity to organise such groups for vaccination, and there are indications that the rate of increase in payments is going down."

Mr Moyle says that some retail pharmacists may be left with vaccine on their hands which becomes unusable but are compensated by the dead stock allowance established in the NHS remuneration inquiry. He adds that the Department would take no action at present, but officials would continue to monitor payments made to doctors under the arrangements in question.

During the NPA discussion it was pointed out that an average of £20 per year per doctor amounted to almost half-a-million pounds for the country. Mr D. Sharpe (chairman, Pharmaceutical Services Negotiating Committee) reported that a meeting was shortly to take place between representatives of the British Medical Association and PSNC to discuss the question of stock orders which was really at the root of the vac-

cine supply problem. The board resolved that no further action would be taken until the outcome of those discussions was known.

**Cosmetic companies:** It was reported that the Yardley Feather Finish refill promotion had been "too successful." Members ordered in large quantities and this, combined with under-estimating by Yardley, resulted in many members being unable to get supplies. A further Yardley promotion in late summer was approved subject to supplies being adequate.

Following a meeting with Rochas Perfumes Ltd, the company said it would be giving extra support to independent chemist stockists during the next 12 to 18 months. Rochas had expressed concern about the large numbers of reproduction and replica perfumes at present on the market but had found that those responsible for producing them were difficult to trace and almost impossible to stop.

Arrangements for a series of Revlon meetings in Glasgow, London and Manchester were in hand and suitable dates in March and April would be selected. An idea of the likely attendance at the meetings would be obtained by circulating a prepaid reply form with the supplement.

## St Albans open day

**NPA show:** A draft letter to branch secretaries about the attractions and provisional plans of the June show was approved subject to the inclusion of a reference to British Rail "Golden Week-ends" and to headquarters assistance with the duplication of local letters to branch members. Board members would attend as many branch meetings as possible during the next few months to advise members about the best ways of taking advantage of the facilities being offered.

The response from invited equipment manufacturers had been satisfactory and the possibility of making further space available to exhibitors elsewhere in the City Hall was being pursued. It was decided that the Saturday evening dinner dance being held in conjunction with the show would be more convenient for members and their wives if held in Central London.

**Business aids:** Another successful year for NPA stationery and equipment was reported by the business aids department with sales again running at over £4m. Members had benefited by discounts of nearly £75,000.

**Pharmacy economics:** After reporting upon a meeting of the working party of the economics of pharmacy in Brussels Mr Griff David said the activities of the health ministers could lead to concerted

pressure against the position of the pharmacist in EEC countries. He stressed the need to establish the position of the pharmacist in the primary health care role, and suggested there was evidence that this needed to be supported by specific training in the recognition of medical conditions.

**Counter prescribing:** The meeting considered an office memorandum in response to the board's suggestion that the NPA furnish its members with a series of information leaflets about the recognition of ailments and currently approved methods of treatment. It was agreed that, because of the controversial nature of the subject, a small working party (consisting of Messrs Calvert, David, Gellman and Taylor) be set up to give further detailed consideration to the memorandum and to advise the board on what more should be done to give suitable guidance to members.

**Patient medication record cards:** It was noted that the number of members who had complained about the board's change of heart in proceeding with the provision of patient medication record cards had been almost equally matched by the number of members sending in orders.

**NHS economics:** A letter was received from a member in hospital complaining that the patients were almost outnumbered by staff and that much of the wastage going on could be better channelled into more pay for pharmacists and nurses. The board felt no useful action could be taken by the NPA, but his detailed comments would be noted.

**'Good ideas' competition:** The winning idea submitted by a member in the NPA's "Good ideas" competition was for a polythene display wallet and header card suitable for the merchandising of small items such as babies' teats, styptic pencils, shampoo sachets, face cloths, etc. The member would be sent a £5 premium bond and his idea developed as an NPA business aid. The ideas from the three runners up, who would be sent consolation prizes, would also be featured in the Supplement as would the many other useful ideas submitted.

**Which? on home safety:** The secretary reported on the text of a draft article on "Home safety" shortly to be published by *Which?* After discussion it was agreed that the publishers be asked to include the advice that home medication should only be used with proper advice and to include a reference to the services available from a pharmacy.

**Oxygen cylinders:** The general purposes committee considered a report from BOC that the availability of oxygen cylinders over the Christmas holidays appeared to have been much better than in previous years and indicated that the message sent to NPA members with the Supplement had been effective.

However, Mr Bob Worby (board chairman) reported there had been difficulties locally apparently caused by drivers refusing to collect a greater num-



## Medication record for patients

I feel I must agree with Xrayser's comments concerning the setting up and servicing of a patient record system (*C&D* December 23/30, 1978, p1005). Pharmacy-held patient records would result in a complete duplication of records which should already be held at the surgery. However, this does not solve the problem of the pharmacist not having access to medication records and therefore often not being in a position to offer advice which a wider knowledge of the patient's medication would indicate. The lack of knowledge of the patient's medication history is also relevant when considering counter prescribing and whether the pharmacist should have an extended range of preparations to prescribe from.

### Redesign for FP10

Perhaps now is the time to consider two other problems:

1. Form FP10: I feel that, as a vehicle for communication between prescriber and pharmacist, it is very badly designed. The form closely resembles a jotting pad and this tends to encourage its use as one. The aim of any new form must be to encourage the prescriber to give full information. What is required is a lined form with spaces for preparation, dose, instructions, length of treatment (maximum one month) each of which must be filled in by the doctor.

2. Repeat prescriptions: It is becoming more and more obvious that some method of repeat prescribing is needed within the NHS. The present system encourages doctors to use receptionists to write prescriptions and encourages patients to "by-pass" the doctor.

I would like to suggest that a patient-held medication book could solve these problems. Such a system has already been described by Mary Bliss (*Practitioner*, 1978, vol 220, p357) in a paper entitled "Rationalising outpatient prescribing". Briefly, her suggestions are as follows: Patients should carry actual prescription charts for use by all doctors treating that patient. They could be provided in the form of booklets, similar in size to the present National Savings books, with entries being made horizontally across the facing pages. Along with columns for items already suggested, a further three columns would allow the doctor to specify up to three repeats. Doctors would continue to keep records of medication in their patients' notes, whilst the patient would have his own record in his possession. The pharmacist would require a method of recording the medicines supplied, perhaps with the help of photocopies, in order to receive payment.

The medication book would provide all the information the pharmacist requires and could be extended to allow

entries of counter-prescribed medicines if the pharmacist was given an extended range of preparations to supply.

This system may not be the complete answer, but I hope this letter will stimulate others into suggestions for replacing the present FP10 with a document which provides the pharmacist with *all* the information he requires to fulfil his potential function.

**Martin Bennett**  
Sheffield

## CRC dangers

The reluctance of many pharmacists to use so-called child resistant containers for certain dispensed medicines stems from their firmly-held conviction that more danger results from their use than from their omission.

Many elderly people request the use of a normal screw cap for tablets, etc, and many more, who do not know that they can have ordinary closures, maintain when asked, that they would rather leave the container permanently open than have a resistant closure.

The truth is well known. These closures are more difficult for elderly people (with poor eyesight, arthritic hands etc) than they are for normal children.

The responsibility for teaching children not to open medicine containers rests firmly and inescapably on the shoulders of their parents. This training is easily given and is the only "child-resistant container".

**C. R. Thewlis**  
Cleveland

## Stop discounts

With regard to the Respect for Medicines campaign it is obvious that a dispensing pharmacist on a negative productivity scale and with staff levels cut to the bone by a Department of Health that does not understand the problems, but can only look at numbers, has no time this year to speak to patients or give them a service he would like. But what will happen next year?

"Open Shop" has some very valid comments and I would recommend every pharmacist to calculate his discounts received and compare them with those clawed back. Some nasty surprises will be the result. The Pharmaceutical Services Negotiating Committee's attitude on confrontation will be "hard luck". Why should we have to do extra work in buying parcels for a nil result. It's time discount parcels and clawback were stopped completely.

**D. B. Cohen**  
Radlett, Herts

## Anti-smoking aids

I must draw your attention to an error in the statement issued by International Laboratories Ltd which says that "all anti-smoking products are to be considered as medicines" and that "as such will require a product licence".

MD4 being an "instrument, apparatus or appliance", is not within the definition of medicinal product in the Medicines' Act and will not therefore be subject to the requirements for a product licence. MD4 is a cigarette filter designed to reduce the tar and other harmful substances in cigarette smoke by physical and mechanical means and it does not involve the use or ingestion of any chemicals or drugs. May I therefore stress that any of your readers who have considered removing antismoking products from their counters can continue to display MD4 with confidence.

**A. W. Mohin**

Senior product manager,  
Miles Laboratories Ltd

NPA Board—Continued from p195

## Toothpaste RRP's

ber of empty cylinders than full ones delivered. The office would make inquiries around the country and if Mr Worby's experience had been general, concern would be expressed to BOC.

**Toothpaste prices:** Committee members expressed concern at the intention of the Price Commission that recommended retail prices for toothpaste should be prohibited. It was resolved that a letter repeating the views of the NPA on the matter be sent to the Department of Prices and Consumer Protection.

**Medicines bottles:** Reports were considered from members that pickets supporting the road haulage strike had been preventing supplies of bottles leaving Beatson Clark's premises. The office had been in contact with Beatsons who said that there had been some temporary difficulty arising from an inter-union quarrel; this had now been dealt with and lorries were leaving the factory provided the driver had a letter from the AHA certifying that the bottles were urgently required for medical purposes.

Mr Wright reported that he had written expressing concern to Mr Roy Mason, the MP for Barnsley.

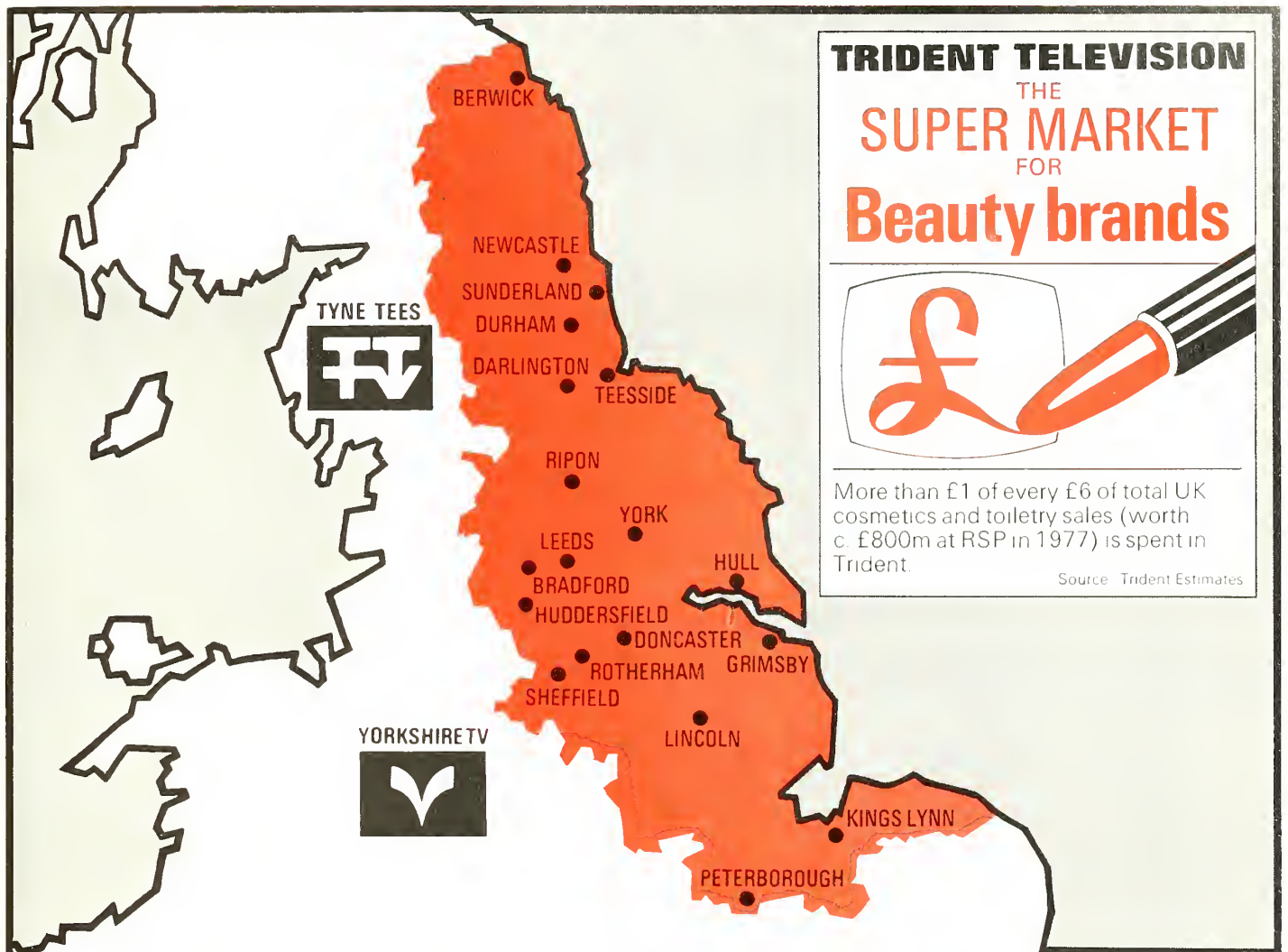
## Jobs 'uncertain'

Future job prospects in pharmacy were so uncertain at the moment, the Pharmaceutical Society should not expend large sums of money on careers promotion. This point was made at the meeting of the Scottish Executive in January. The secretary, Dr Chilton, said that the previous static display for careers conventions had been discontinued some time ago when it had become extremely shabby and only posters were available.

Permission has been obtained from the Ontario College of Pharmacy to use its correspondence course material for postgraduate refresher courses. It is hoped that a pilot scheme will be set up in Scotland and financial support was being sought from a number of sources, including the Scottish Home and Health Department.

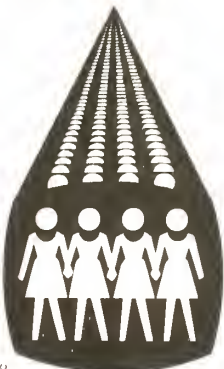


# Trident - the Beauty Market



## THE SUPER MARKET for cosmetic buyers

more than  
**3.3 million**  
women  
over 16  
all  
watching  
**ITV!**



Source: JICTAR April 1978

## SUPER GROWTH in cosmetic usership

Usage **UP** over GB for  
talc, lipstick, eye and  
face make-up, face  
powder, cleansing  
creams, perfumes  
and toilet  
waters.



Source: TGI (1978 over 1977)

Contact Clive Leach, Sales Director of Trident - the Super Market -  
where the selling costs less, and the spending is high!

## SUPER COSMETICS DISTRIBUTION

MORE THAN  
**3,000**  
MAJOR  
COSMETICS  
AND  
TOILETRY  
OUTLETS

INCLUDING  
**c. 1,700**  
CHEMISTS

Source: Trident Estimates

# TRIDENT TELEVISION

TRIDENT HOUSE · BROOKS MEWS · LONDON W1Y 2PN · 01-493 1237

# The formula for success

Have you found the formula for successful sales? During the last few years many chemists have discovered Pharmaton Capsules — the leading Ginseng-based multi-vitamin product from Switzerland — and reaped the benefit with increased sales.

With the Ginseng market set for further expansion and Pharmaton mounting an impressive consumer advertising campaign during 1979, there hasn't been a better chance to give your sales a healthy boost.

## ATTRACTIVE TRADE DISCOUNTS

available during March. Ask your usual wholesaler. Enquiries to Pharmagen Ltd., Runcorn, Cheshire. Tel: 09285 72816.

## Pharmaton Capsules

*the perfect formula for successful sales.*



# The Pharmaton Formula

## ***CARTONS FROM STOCK.***



### Pharmaceutical Packaging (Leeds) Ltd.

A DIVISION OF THOMAS WAIDE & SONS LTD

KIRKSTALL HILL, P. O. BOX 140, LEEDS LS1 1QE  
TEL 752653 GRAMS WAIDE LEEDS

		Size (mm.)
(2oz)	55g	50 x 30 x 70
(4oz)	110g	62 x 35 x 92
(8oz)	225g	75 x 44 x 114
(16oz)	450g	90 x 65 x 152

Size code	Size (mm.)
D10	25 x 12 x 32
D25	31 x 16 x 45
D50	38 x 22 x 57
D75	46 x 25 x 63
D100	50 x 30 x 70

Size code	Size (mm.)	
TC7	60 x 27 x 137	60 Solprin etc.
TC8	70 x 29 x 162	60 Codis etc.
TC9	60 x 44 x 137	100 Solprin etc.
TC10	70 x 48 x 162	100 Codis etc.

Approx 3 sheets

A 110 x 30 x 110 Ferrograd C etc.

Further details of self adhesive labels, cartons, bags, dispensing vials and stationery etc. are obtainable on request.

**Please fill in this coupon.**

### KEEP OUT OF CHILDREN'S REACH

May we re-design your dispensing labels to include cautionary wording in accordance with THE MEDICINES (LABELLING) AMENDMENT REGULATIONS 1977.

Effective from 1st July 1979.

**IMPORTANT: PLEASE ORDER EARLY**

To: Pharmaceutical Packaging (Leeds) Ltd.  
Kirkstall Hill, P.O. Box 140, LEEDS LS1 1QE  
Please supply details and post paid order forms to:

Name .....

Full Postal Address .....

.....

.....

.....

.....

..... Post Code .....

C&D



## Council stops discussion of return to 'X' vote

A recommendation that a motion which called for a return to the "X" system of voting for Council members be included on the agenda for the 1979 Branch Representatives Meeting was rejected at the February meeting of the Pharmaceutical Society Council.

Although the motion, in the names of the Leeds and Halifax Branches was similar to a motion lost at the 1977 meeting, the Organisation Committee had agreed to recommend its inclusion. The branches concerned had wished for its inclusion because the 1978 "referendum" had indicated the membership wanted a return to the "X" system.

But during Council's discussion of the Committee's recommendation, Mr Bannerman said he was puzzled why the Committee's decision with respect to the motion had been reached, and asked what had influenced the Committee in allowing it to occur. The recommendation was rejected. Mr Stevens expressed the view that the branches were being treated shabbily and wrongly, and said that he intended to raise the matter again. Professor Beckett said that the branches would bring it up at the annual meeting, and would have a right to point out that the Council had deliberately flouted the will of the majority in a referendum.

Mr Madge moved that in view of the feeling among members regarding the matter, the reason for it not being accepted should be placed on the agenda of the BRM and Mr Stevens seconded the motion. The president, Mr Balmford, said he could not accept it. The secretary and registrar Mr Lewis pointed out that Council had voted and had decided that the motion should not be included in the agenda of the meeting. It was now being proposed that an addendum be made to the list of motions indicating that one was missing because Council did not like it. That was not a proper procedure.

### Call for new rules on title

During Council's discussion, reference was also made to a motion on the use of the restricted title "chemist". The motion suggested that Council draw up a set of rules to regulate the use of the description "chemist" in the advertising of non-medicinal products and that the Statement upon Matters of Professional Conduct should be amended to allow that use to be regulated. Mr Stevens pointed out that the motion dealt with the use of the word "chemist", and he sought advice on whether, at a time when the Society might be involved in litigation, it might not be embarrassing

if branch representatives were to discuss a motion of that kind before any decision had been reached (see also p172).

The secretary and registrar said he did not see any conflict at all. He was more concerned about what members of Council might say in the Press, etc.

Council has asked the Education Committee to give further consideration, if requested, to a decision not to recommend a change in Council's pre-registration experience policy for sandwich course students. The change had been requested by Professor D. W. Mathieson (chairman of the undergraduate school of studies in pharmacy, University of Bradford), who had asked that when a sandwich course student failed one or two papers at the examinations held before the first six months period of practical training, the period should nevertheless be recognised for registration purposes provided that the student successfully resat the paper or papers in September of that year.

### Not 'politics'

After lengthy discussion, the Committee decided not to recommend a change in the Council's current policy. However during discussion of the Committee minute at the Council meeting, Dr Booth suggested that the question of the sandwich course was not a matter of politics, nor of partisanship or commercialism. It was a matter concerning students and their progress. He said that he was not asking Council to reverse its Committee's decision, but to refer it back to the Committee to give Professor Mathieson, who initiated the well-balanced letter, time to consider what was said at the meeting, and possibly to reply on paper if necessary for final consideration by the Committee next month before the matter was brought back to the Council. The motion that the Education Committee be invited to consider again the application of the University of Bradford with regard to the sandwich course in pharmacy in the light of any further submission by Professor Mathieson was carried.

Council accepted a recommendation of the Education Committee that the syllabuses of current master of science courses in clinical pharmacy, together with proposals for a course being considered within the University of London, should be collated for discussion by the Hospital Pharmacists Group Committee, which would be asked to report to the Education Committee. The Committee noted that several schools of pharmacy already provided such courses, and took the view that relevant courses should be

encouraged in those schools of pharmacy in which they did not now exist.

The Society is to carry out a survey of its current scholarships to determine what extra cost would have been incurred if allowances had been made available to equate the scholarships more closely with those of the Science Research Council. The Education Committee had favoured the Society's scholarships incorporating the additional allowances made by the SRC, to ensure that they were not considered to be inferior on any way to SRC awards.

### Private script fees increase

The Society's recommended method of pricing private prescriptions is to be amended. Fees will be increased by 10 per cent, to reflect increased labour costs since the current list was published. Council agreed that the Pharmaceutical Services Negotiating Committee should be asked to update the list of commonly prescribed mixtures, and that the updated list of mixtures and an indication of the fee increase should be circulated to all retail pharmacies.

The subsidy by the Society to the British Pharmaceutical Conference is to be progressively decreased by including an increasing part of the headquarters costs in the price of the Conference ticket. Council agreed that the following amounts should be costed into the Conference ticket: In 1980, £2,500; 1981, £5,000; 1982, £7,500; 1983, £10,000.

A statement describing the obligations of members of the Council has been prepared for the benefit of Council election candidates and will be included with the nomination forms sent to intending Council candidates. In future the form for the registration of premises is to include a box in which can be indicated whether the premises are under contract to the National Health Service. This is because it is impossible at present to reconcile the figures produced by the Society with statistics produced by bodies such as the Department of Health and the OHE.

The Ethics Committee has decided that there should be no inclusion in the Statement upon Matters of Professional Conduct of any reference to breach of the Society's guidelines on prescription collection and delivery schemes, and that the existing views and policy of the Society should be followed. It had been argued that the Medicines (Collection and Delivery Arrangements Exemption) Order 1978 would lead to the proliferation of "unofficial" and "non-approved" collection and delivery arrangements. However, it was also argued that the Order would have little effect on the guidelines set out by the Society and embodied in a recent letter sent to family practitioner committees.

It was submitted that a breach of the guidelines should be a matter of professional ethics or professional conduct and, despite the decision not to include the matter in the Statement, the view prevailed that each "breach" be investigated individually.



# "WITH AYDS, WE'VE STARTED 1979 THE WAY WE MEAN TO GO ON."

Liz and Joanna Lawrence are mother and daughter. Neither of them was a fatty but both needed to lose a little weight. They were both determined to start 1979 the way they mean to go on—beautifully slim. So a month ago they both went on a calorie-controlled diet with Ayds—over Christmas, too! And they enjoyed meals with the rest of the family. How did they do it?

Liz: "I needed to lose about seven pounds. Just that little bit of extra weight made me look a bit bulgy in a bikini when I visited my sister in California last summer. So I started on Ayds a month ago.

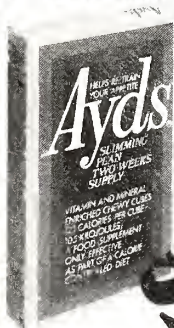
The reason I like Ayds is that I enjoy my food and want to eat proper meals with the rest of the family. Ayds don't fill you out. They just help you eat smaller portions and resist fattening things."

Joanna: "I've just started modelling and needed to lose about a stone in order to get into the size ten clothes models have to wear. You know you need a lot of stamina dashing about between photographers and you must eat properly. And that's what Ayds do—help me eat properly."

## START 1979 THE WAY YOU MEAN TO GO ON—PROFITABLY WITH AYDS.

Profit from the biggest-ever press campaign this Spring. Including Mirror, Mail, Sun, and Sunday People.

**Plus 14 million 25p coupons.  
Stock Ayds—Show Ayds—  
Sell Ayds.**



# 25p

**To the Customer:** Buy Ayds at your usual retailer to save 25p. This is a two-week or one-month offer. The retailer would be breaking the terms of the offer if he allowed this coupon to be used against any other product. Limit one coupon per person per redemption of coupon.

**To the Retailer:** Cuticura Laboratories Limited will redeem this coupon at its full face value provided it has been accepted in part payment for Ayds. Send to Coupon Redemption Department, Cuticura Laboratories Limited, Maidenhead, Berkshire.

NOTE: If you are greatly overweight, consult your doctor before starting the slimming plan. The Ayds plan is not recommended for people suffering from glandular disturbances.

LIZ

JOANNA



# COMPANY NEWS

## MSD safety awards

Merck Sharp & Dohme Ltd have been granted the Sword of Honour Award for 1978 by the British Safety Council. This is the first year the awards have been made. Twenty companies in the UK have been granted the award, and Merck Sharp & Dohme are the only pharmaceutical company in the list.

To be considered for the award, the safety performance of a company had to meet stringent requirements and only companies that had been winners of the National Industrial Safety Awards for five consecutive years were eligible.

## Ransom profit up

William Ransom & Son Ltd have achieved a larger percentage profit for the half year ended September, 1978, than the comparable period of 1977, despite virtually unchanged turnover. Because of changes in sales mix, pretax profits rose by 11 per cent from £232,000 in 1977 to £258,000 in 1978. Turnover was £1.2m.

## Alza loss

Alza have announced revenues for the year ended December 31, 1978, of \$8.78 million compared to \$6.2m for the

similar period of 1977. The 1978 final quarter revenues were \$2.4m (\$1.8m). Net loss for 1978 was \$8.9m (\$17.5m).

### Briefly

**Coloplast Ltd**, has postponed the recently announced planned move to Bury St Edmunds. All communications should continue to be addressed to the St Ives location at Somersham Road, St Ives, Huntingdon, Cambs PE17 4LN.

### Appointments

**Sterling-Winthrop Group Ltd**: Dr James Stoker, MPS, has been appointed chief executive, Sterling organics division. He was previously chief executive of the group's Izal production division.

**Dellex-Grosvenor Ltd**: Mr Jim Alford has been appointed assistant to the sales director, Mr Joe Rogers.

## COMING EVENTS

### Tuesday, February 20

**Bromley Branch, Pharmaceutical Society**, Verney's Restaurant, 147 High Street, Beckenham, at 8 pm. Mr John Balmford (president of the Society) on "Are we on the right wave-length for the future of pharmacy?"

**Eastern Counties Grocers and Allied Trades Exhibition**, Airport Hotel, exhibition centre, Aviation Way, Southend, Essex. 11 am to 8 pm on February 20, 21 and 11 am to 6 pm February 22. Products on show include shopfitting equipment, cash registers, security systems, toiletries, pet foods. Organised by Concord Exhibitions, 41 Rose Valley, Brentwood, Essex.

**Liverpool Branch, Pharmaceutical Society and Guild of Hospital Pharmacists/ASTMS**, Hospital College, Royal Liverpool Hospital, at 8 pm. Dr W. Duncan Dolton (area medical officer) on

"Community physician—friend or foe".  
**Teeside Branch, Pharmaceutical Society**, local graduate centre, North Tees Hospital, Middlesbrough, at 7.45 pm. Mr D. N. Sharpe (vice-president of the Society) on "Topical tips".

### Thursday, February 22

**Bedfordshire Branch, Pharmaceutical Society and National Pharmaceutical Association**, Bird in Hand, Henlow Camp Crossroads, at 8 pm. Mr W. A. G. Kneale (EEC liaison secretary, NPA) on "An up-to-date look at pharmacy in Europe."

**File Branch, Pharmaceutical Society**, joint meeting with **Stirling Branch**, City Hotel, Dunfermline, at 8 pm. Professor A. R. Rogers (chairman of the joint working party on general practice pharmacy) on "A future for general practice pharmacy".  
**Hull Pharmacists' Association**, Postgraduate centre, Hull Royal Infirmary, at 8 pm. Dr Martin Kendall, (consultant physician and senior lecturer in clinical pharmacology, Queen Elizabeth Hospital, Birmingham) on "Coping with clots".

**Northumbrian Branch, Pharmaceutical Society**, Swallow Hotel, Newgate Street, Newcastle, at 8 pm. Talk and film by Dr J. Jones on "Aerial geography".

### Friday, February 23

**Croydon Branch, Pharmaceutical Society and NPA**, Greyhound Hotel, Croydon, at 8 pm. Mr S. R. Axon, (secretary, Pharmaceutical Services Negotiating Committee) on "A new contract—rational distribution a pre-requisite".

### Sunday, February 25

**Mersey Region, Pharmaceutical Society**, Post-graduate medical centre, Clatterbridge Hospital, Bebington, Wirral, Study day on "The pharmacist & patient health care IV Respiration—obstructive airways diseases. Further information from Mrs P. E. Jones, 45 Wicks Green, Formby, Merseyside.

### Advance information

**West Surrey Branch, Pharmaceutical Society** One day conference, March 11, Frimley Park Hospital, Camberley, Surrey. Subject—planned distribution, speakers include Mr S. Axon (secretary, Pharmaceutical Services Negotiating Committee); Mr D. Sharpe (chairman PSNC); and Mr T. Reid (FPC representative on Prescription Pricing Authority). Numbers limited to 50; applications by February 26 to David Barron, Bios (Consultancy and Control Research), Pinewood, College Ride, Bagshot, Surrey.



# bp

## Today's easy-care system for soft contact lenses.

The Burton Parsons range of soft contact lens solutions have been developed to be the most complete lens care systems available today.

Each product has received the approval of the American F.D.A. and is especially formulated to ensure unsurpassed efficiency and safety.

When you recommend BP contact lens solutions you are recommending the very best.

Further information available from Burton Parsons Chemicals (UK) Ltd, Unit No. 4, Rich Industrial Estate, Crimscott Street, London SE1. Tel: 01-231 2794.

**bp** for high quality  
contact lens solutions



# MARKET NEWS

## Looking for stocks

London, February 14: In the aftermath of recent strikes importers and merchants have been busy during the week tracing their goods which were held up in the docks or, in many instances, delivered to the Continent in ships which decided to bypass UK ports. The consequences arising from the latest increase in Minimum Lending Rate and higher petrol costs have yet to be felt but they will not be long delayed.

Among botanicals price movements were restricted to those items which have recently been changing week by week. Those marked up included aloes, Peru balsam, cascara, dandelion, quillaia, ipecacuanha, valerian and witchhazel leaves. Lower were Canada balsam, cherry bark, henbane, hydrastis, kola nuts, Chinese menthol and senega.

In essential oils anise and lemon-grass each moved up 50p kg on the spot. Easier were citronella, nutmeg and East Indian sandalwood.

Production of sulphuric acid by members of the National Sulphuric Acid Association during the last quarter of 1978 at 906,242 metric tons (100 per cent) was up by 4.6 per cent compared with the same quarter of 1977. However production overall during 1978 showed a gain of only 1.4 per cent over 1977.

## Pharmaceutical chemicals

**Acetic acid:** 4-ton lots, per metric ton delivered—glacial BPC £274, 99.5 per cent £261.50; 80 per cent grade pure £240.50; technical £224.50.  
**Acetone:** £262 to £266 metric ton as to grade for 30-drum lots.

**Ammonium acetate:** BPC 1949 crystals £0.7378 kg in 50 kg lots; strong solution BPC 1953 £0.243 kg in 250-kg lots.

**Ammonium bicarbonate:** BPC £178.35 metric ton, ex-works, in 50-kg bags.

**Ammonium chloride:** Pure in 50-kg lots £0.2344 kg for powder.

**Ammonium tartrate:** Commercial £1.51 kg in 50-kg lots.

**Bismuth salts:** £ per kg.

	50-kg	250-kg
carbonate	6.25	6.16
salicylate	7.89	—
subnitrate	4.92	4.85

**Citric acid:** BP per metric ton single deliveries, granular hydrous £739; anhydrous £794; five-ton contracts £735 and £790 respectively, crystalline £171.17 and £170.17 respectively.

**Kaolin:** BP natural £122.50 per 1,000 kg; light £128.70 ex-works in minimum 10-ton lots.

**Magnesium carbonate:** BP per metric ton—heavy £550 to £590, light £450.

**Magnesium chloride:** BP crystals £0.68 kg for 50-kg lots.

**Magnesium dihydrogen phosphate:** Pure £2.08 kg in 50-kg lots.

**Magnesium hydroxide:** (metric ton) BPC light £1,240; 28 per cent paste £440.

**Magnesium oxide:** BP per metric ton, heavy £1,350; light £1,240.

**Magnesium sulphate:** BP £116.70-£124.70 metric ton commercial £103.50-£111.50; exsiccated BP £249.40.

**Physostigmine:** Salicylate £1 per g; sulphate £1.28 in 100-g lots.

**Pilocarpine:** Hydrochloride £328 per kg; nitrate £308.

**Potassium acetate:** BPC £0.95 kg (50-kg lots).

**Potassium ammonium tartrate:** £1.47 kg in 50-kg lots.

**Potassium bitartrate:** £730 per metric ton.

**Potassium citrate:** Granular £879 per metric ton, powder £894.

**Potassium diphosphate:** BPC 1949 in 50-kg lots, granular £1,901.7 kg; powder £1,674.4.

**Potassium hydroxide:** Pellets BP 1963 in 50-kg lots £1,370 kg; sticks not offered; technical flakes £0.457.

**Potassium nitrate:** BP £0.94 kg for 50-kg drums.

**Potassium phosphate:** monobasic BPC 1949, £1.22 kg in 50-kg lots.

**Potassium sodium tartrate:** £797 per metric ton.

**Quinine sulphate:** £135 per kg.

**Quinine:** (50-kg lots per kg) Aikaloid £100; bisulphate £73.50; dihydrochloride £95; hydrochloride £92; sulphate £85.50.

## Crude drugs

**Anar:** Spanish/Portuguese £6.20-£6.50 kg nominal.

**Aloes:** Cape £1,030 ton spot; £990, cif. Curacao nominally £2,060, cif.

**Balsams:** (kg) Canada: Easier at £12.90 spot; £12.50, cif. Copaiba: £3.10 spot £3, cif. Peru: £9.65 nominal spot, no cif. Tolu: £5.50 spot.

**Belladonna:** (kg) leaves £1.55 spot; herb £1.90 nominal spot, root in powder £1.10.

**Benzoin:** £153 cwt spot nominal; no cif.

**Buchu:** Leaves £1.28 kg spot; new crop £1.20, cif.

**Camphor:** Natural powder £5.40 kg spot; £5.30, cif. Synthetic £0.90 spot and cif.

**Cardamoms:** Alleppy green No. 2 £10 kg, cif.

**Cascara:** £1,030 metric ton spot; £1,000, cif.

**Cherry bark:** £1,080 metric ton spot; £950, cif.

**Cinnamon:** Seychelles bark £480 metric ton spot; £370 cif. Ceylon quills 4 o's £0.64½ lb, featherings £0.16, lb, cif.

**Cloves:** Madagascas/Zanzibar £4,300 metric ton spot, £3,945, cif.

**Cochineal:** Tenerife black brilliant £17.50 kg, cif. Peru silver grey £14.40 spot, £14.20, cif.

**Dandelion:** Spot £1,940 metric ton spot; no cif.

**Ergot:** Portuguese £1.70 spot, £1.60, cif.

**Gentian root:** £1,730 metric ton spot; £1,700, cif.

**Ginger:** Cochinchina £800 metric ton spot; new crop (March-April) £565, cif. Other sources not quoted.

**Henbane:** Niger £1,500 metric ton spot; £1,480, cif.

**Honey:** (per metric ton in 6-cwt drums ex warehouse). Australian light amber £720 and medium £712; Canadian £820; Mexican £715, Argentinian £750 (white).

**Hydrastis:** No spot; £26.50 kg nominal, cif.

**Ipecacuanha:** (kg) Costa Rican, spot £11.20 kg nominal; no cif.

**Jalap:** Mexican no spot; £1,520 metric ton, cif, nominal.

**Kola nuts:** £460 metric ton spot; £350, cif, April-May.

**Lemon peel:** Unextracted £1,080, metric ton spot; £1,050, cif.

**Liquorice root:** Russian £450 spot, £410 metric ton cif, nominal. Block juice £1.55-£1.85 kg spot.

**Lobelia:** American £1,290 metric ton spot; European £1,220 spot.

**Lycopodium:** Russian £5.20 kg, cif. Indian £4.50

**Mace:** Grenada unsorted £2,750 metric ton, fob whole \$3,000.

**Menthol:** (kg) Brazilian £7.40 spot; £7, cif. Chinese £6.60 in bond; £6, cif.

**Nutmeg:** (per metric ton fob) Grenada 80's \$2,800 sound unsorted \$2,500; 110's \$2,600, bwb \$1,700.

**Nux Vomica:** No spot or cif.

**Pepper:** (metric ton) Sarawak black £1,085 spot, £1,825, cif; white £1,625 spot, £2,825, cif.

**Pimento:** Jamaican £1,120 metric ton spot; £1,085.

**Podophyllum:** Root Chinese no spot; £400 metric ton, cif.

**Quillaia:** Spot £1,040 metric ton; £750, cif.

**Rhubarb:** Chinese rounds 60 per cent pinky £3.30 kg, spot; £3, cif.

**Saffron:** Mancha superior £700 kg spot.

**Sarsaparilla:** Jamaican £1.95 kg spot; £1.90, cif; Mexican £1.67 spot, £1.64, cif.

**Seeds:** (metric ton, cif. Anise: China £830, for shipment. Celery: Indian £500, cif. Coriander: Moroccan £210. Cumin: Indian (March-April) £940; other sources not available. Fennel: Indian £450; Fenugreek: Moroccan £290; Indian £270.

**Senega:** Canadian £9.30 kg spot; £9.20, cif.

**Senna:** (kg) Alexandria pods hand-picked from £2 upwards; manufacturing £0.60. Tinnevely f a q leaves £0.46; pods, faq £0.48; hand-picked £0.55.

**Squill:** Italian white nominal.

**Syrax:** Turkish natural £4.20 kg spot; £4, cif, nominal.

**Tonquin beans:** Para £2.90; kg spot £2.70, cif, both nominal.

**Turmeric:** Madras finger £610 metric ton, cif, March-April shipment.

**Valerian:** Dutch £1,710 metric ton spot; new crop, £1,660, cif; Indian £1,110; £1,080, cif.

**Witchhazel leaves:** £2.25 kg spot; £2.05, cif.

## Essential oils

**Anise:** (kg) Spot £15 shipment £14.25, cif.

**Cinnamon:** Ceylon leaf £2.45, kg spot; £2.30, cif.

**Bark:** English-distilled £150.

**Citronella:** Ceylon £1.40 kg spot; £1.40, cif. Chinese £2.30 spot; £2.40, cif.

**Lemongrass:** Cochinchina £6 kg spot nominal; £5.25, cif.

**Nutmeg:** East Indian £9.25 kg spot; £8.50, cif.

**Sandalwood:** Mysore £70 kg spot. East Indian £57.50 spot; £55, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

OTC
OTC

## ORALCER

CONTROLLED RELEASE  
**PELLETS**

FOR  
**MOUTH ULCERS**

Retail Price 35p    Trade Price £2.60 per dozen  
Available from your local wholesaler and from Vestric Ltd.  
Vitabiotics Ltd.    1. Beresford Avenue, Wembley (Middx.)

### BOX NUMBERS


When replying to Box Numbers, all correspondence should be addressed as follows:

Advertisers and correspondents can be assured advertisements carrying a Box Number will be treated in strictest confidence.

**Chemist & Druggist,**  
**Box No. ....,**  
**25 New Street Square,**  
**London EC4A 3JA.**

## Ruby Dog Wormer

### They lap it up!



Ruby Dog Wormer is the fast effective treatment for Tapeworm. And it's easy to administer because they simply lap up the pink, flavoured tablets. And, after worming, bring back that sparkle by "picking-em-up" with Ruby Veterinary Yeast Tablets.

**Brian G. Spencer Limited,**  
Station Road,  
Shenstone, Lichfield,  
Staffs.

**QUIET PLEASE!**

# EAREX EAR PLUGS

Special 12 for 10 offer on Earex Dust & Noise Protectors expires February 28th, 1979

ATTRACTIVE OFFER WITH DISPLAY CARD FROM ERNEST JACKSON & CO. LTD., CREDITON, DEVON. EX17 13AP

**QUIET PLEASE!**



# WINNERS IN THE MEROSETS PHARMACIST'S 'HAPPY RETURNS' COMPETITION

THE MEROSETS  
GOLDEN INVESTMENT  
PAYS OFF



## First Prize:

'The Race' an original painting 20" x 30" framed (worth 1,000 guineas), by the famous marine artist David Cobb.

## Winner:

Mr C. R. Thewlis,  
1 Town Green Drive, Great Broughton,  
Cleveland TS9 7EE.

## Second Prize:

'Happy Returns' an original painting 8" x 11" framed (worth 100 guineas), by David Cobb.

## Winner:

R. Loughlin,  
20 Clevehurst Close, Stoke Poges,  
Bucks SL2 4EP.

## Supplementary prizes of reproductions of 'The Race', signed by David Cobb:

J. C. Nicholls M.P.S.,  
4 Station Parade, Ealing Road, Northolt, Middx

Mrs M. E. Jones, B.Pharm., F.P.S.  
F. N. Webb Ltd., 16 Queen Street, Southwold,  
Suffolk IP18 6EQ.

A. T. Kendall, M.P.S.,  
16 Jesmond Grove, Hartburn, Stockton-on-Tees.

Mr D. C. Bower,  
19 Market Street, Cinderford, Glos

Mr M. Stapleton, (BSc. Pharm.),  
74 Woodstock Gardens,  
Blackpool FY4 1JP, Lancs.

A. Brickley, M.P.S.,  
c/o 88 Griffiths Drive, Ashmore Park,  
Wednesfield, Staffs.

Philip A. Hunt,  
Elliotts Pharmacy, Victoria Square, Clifton,  
Bristol BS8 4AA

Mrs H. J. Garrett,  
26 Roundwood Lane, Harpenden, Herts AL5 3BZ.

John Dougan,  
33-35 Ogle Street, Armagh, N. Ireland.

P. J. Costello,  
153 Boness Road, Grangemouth,  
Stirlingshire FK3 8BB.

## The Twelve Casks of Beef: solution

### First weighing

1, 2, 3, 4 (left)  
against 5, 6, 7, 8

left heavy

right heavy

balanced

### Second weighing

1, 2, 5 (left)  
against 3, 4, 6

Proceed as for  
left heavy.

any 3 of 1-8 (left)  
against 9, 10, 11

left heavy

balanced

right heavy

left heavy

balanced

right heavy

### Third weighing

1 against 2

7 against 8

3 against 4

any 2 from right  
against each other

12 against any other

any 2 from right  
against each other

## The Crew's Grog: solution

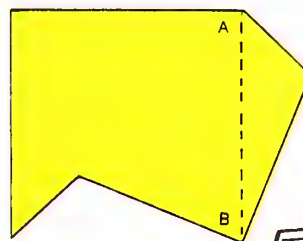
The purser fills the five pint ladle and, from it, the three pint ladle, which he empties back into the cask (there are now six pints of grog in the cask).

He then transfers the two pints remaining in the five pint ladle into the three pint ladle and refills the five pint ladle from the cask (there is now one pint left in the cask).

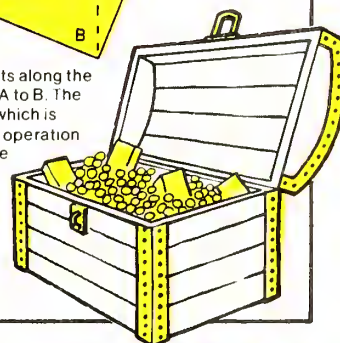
From the five pint ladle he tops up the three pint ladle and drinks it. He fills the three pint ladle once more from the five pint ladle and drinks this too (there are now six pints in the purser, one in the five pint ladle and one in the barrel).

Shakily transferring the contents of the barrel to the three pint ladle he ends up with one pint in each ladle.

## The Sailmaker's Square: solution



The Sailmaker cuts along the dotted line from A to B. The triangular piece which is separated in this operation fits snugly into the bottom of the figure to give a square!



# WINNERS: PHARMACIST'S ASSISTANTS' MEROSETS PIRATE GOLD TREASURE HUNT

## Prizes of superbly crafted solid gold bracelets, worth £80 each, go to

Mrs M. L. Taylor,  
3 The Masons, Pavenhill Purton, Wilts SN5 9DJ.

R. A. Goodwin,  
216 St Teilo Street, Pontardulais, Swansea,  
W Glam

Mrs Rachel Boyd,  
9 Dunlambert Avenue, Belfast 15, N. Ireland.

M. J. Smith,  
11-13 Broadway, Knaphill, Woking, Surrey

Mrs Yvonne Bailey,  
35 Leicester Road, Blaby, Leics.

Mrs B. Brookes,  
45 Darcy Gardens, Kenton, Harrow, Middx.

Mrs Myra Pollock,  
4 Shore Avenue, Myroe, Limavady,  
Co L'Derry, N. Ireland

Mrs A. D. Colley,  
16 Ufton Close, Newstead, Blurton, Stoke on Trent,  
Staff ST3 8NQ

Miss Shirley Stabler,  
75 Heslington Road, York YO1 5AX.

Mrs J. C. Dalby,  
16 First Avenue, Wetherby,  
West Yorkshire LS22 4JL.

## Solution to the treasure hunt

The treasure was found by Throaty Morgan in Adam's Apple Orchard. The squares travelled by his rivals were Captain Biter 6, Mustapha Dekko 8, Ivor Blade 5, Master Baker 7 and Scurvy Jack 6. Throaty himself, of course, travelled ten squares



Merrell Division, Richardson-Merrell Ltd., 20 Queensmere, Slough,  
Berks SL1 9Y. Trade mark: Merrell Merocets



# Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist, 25 New Street Square, London EC4A 3JA.

Telephone 01-353 3212

Publication date Every Saturday

Headings All advertisements appear under appropriate headings.

Copy date 12 noon Tuesday prior to publication date.

Advertisements should be prepaid.

Circulation ABC January/December 1976: 14,510

Display/Semi Display £5.00 per single column centimetre, min 25mm. Column width 44mm.

Whole Page £350 (275mm x 186mm)

Half Page £200 (135mm x 186mm)

Quarter Page £110 (135mm x 91mm)

Lineage £1.00 per line, minimum 5 lines at £5.00

Box Numbers £0.50 extra.

Series Discounts 5% on 3 insertions or over. 10% on 7 insertions or over. 15% on 13 insertions or over.

## STOCKS FOR SALE

### EXPORT ONLY

Following items available ex stock.

3,000 units x 500 TABS GELUSIL  
500 dozen x 50 TABS GELUSIL  
5,000 dozen x 125ml BENYLIN EXPECTORANT  
3,000 dozen x 125ml BENYLIN PAEDIATRIC  
1,000 dozen x OVULEN 50  
1,000 dozen x 125ml PHENERGAN ELIXIR  
250 dozen x 200ml ORALDENE  
500 dozen x ANUSOL SUPPOSITORIES  
250 dozen x 30gm TRANSVASIN CREAM  
1,000 units x 2.25 litre BENYLIN EXPECTORANT  
1,000 units x 250 TABS AVOMINE  
500 dozen x 400gm BOURNVITA  
300 x 50 amps BUTAZOLIDIN  
500 dozen x POLLEN B TABS 30's

Cash offers only  
Apply Box No. 2598

## BUSINESSES FOR SALE

**X1—LIVERPOOL AREA**  
—Long established family business in attractive suburb dispensing approximately 1900 scripts per month and turnover year to August 1978 £60,762. Property for sale at £10,000, fixtures fittings and goodwill £3,500. The stock at valuation can be adjusted to suit purchaser approximately £10,000.

**X3—LEICESTER**—Suburban Business—turnover £55,000 (1977) profits £10,000 to owner/manager. Dispenses approximately 2,000 prescriptions per month. Property for sale or will grant lease. Total capital requirement including freehold £30,000 including stock £12,000.

**X2—SOUTH LONDON**—Well established family business. Turnover 1978 £52,000 with average of 1300 scripts per month. Two bedroomed living accommodation and shop on lease. Goodwill £6,500, fixtures and fittings £2,500 plus stock approximately £7,000.

**X4—SHEFFIELD**—Retirement vacancy. Turnover approximately £44,000 showing good increase. 1,450 scripts per month. 5.30 p.m. closing. Freehold property £9,000. Stock and fixtures at valuation approximately £3,500.

We have a very large and growing register of private pharmacists willing and able to buy substantial businesses in all parts of U.K.

Pharmacists who wish to retire or sell their business for any other reason can consult us in the strictest confidence. Our senior partner has unique experience extending over 30 years in the selling of chemist businesses and giving advice to both vendors and purchasers in this very difficult and technical matter.

We are not retained by any one chain, group or individual to look for businesses for them. So vendors can consult us in the certainty that their interests will be paramount.

**Ernest J. George**  
& CO.  
GARDALE HOUSE, 122 GATLEY ROAD, GATLEY, CHEADLE,  
CHESHIRE SK8 4AT Tel: 061-428 6718/9

## SHOPFITTING

**SPECIALIST SHOPFITTING SERVICES.** Free Planning. Competitive Prices. Phone 061-445 3506. H. A. Peyser, 20 Fairfax Avenue, Didsbury, Manchester M20 0AJ.

**SUPER SHELVEING SYSTEM WILL INCREASE YOUR TOILETRY SALES BY HUNDREDS of pounds.** Send for colour illustration or ask us to call for instant quote. Glass display counters with lighting, island sites and show-cases. Early delivery direct from makers. **THIRSK SHOPFITTINGS**, 741-743 Garrett Lane, London SW17 0PD. Tel: 01-946 2291.

### interplan.system 80 plus.

Modular units with complete shopfitting services. NPU-NPA recommended (for 15 years).

Coloured brochure from:  
**Olney Brothers Ltd.**,  
Northbridge Road, Berkhamsted,  
Herts. HP4 1EG. Tel: 5417/9

## SIMBILT

The Pharmacy Fitters

## SIMyers Ltd

80/84 Old Street, London EC1V 9AN  
Tel: 01-251 4444

### SHOPFITTING?

MODERNISATION COULD COST YOU NOTHING!

In every chemist outlet we've modernised, turnover has gone up at least 20%.

NOW IT'S YOUR TURN.

For professional help contact:

**Storeplan Ltd.**,  
Shop Interior Specialists,  
48 Towerfield Rd. Shoburyness,  
Southend-on-Sea, Essex, SS3 9QT.  
Tel: Shoburyness 3551/5911  
(Std 03708)

## WANTED

**PHARMACEUTICAL ANTIQUES.** Drug runs, shop interiors, bottles, etc., urgently wanted. Kindly contact Robin Wheeler Antiques, Parklands, Park Road, Ashtead, Surrey. Telephone. Ashtead 72319 Buyer collects.

### A. & H. OTTER LTD.

(established 1920)

Largest cash stock buyers in the trade for manufacturers' clearing lines, and retailers' stocks

8 Northburgh Street, London EC1V 0BA. Tel: 01-253 1184/5. Telegrams: "Salvall", London, E.C.1.

## FOR SALE

**JEWELLERY.** Sterling silver and 9ct gold. A wide range of ear-rings, rings, bracelets, charms etc., brought to your door at best cash prices. Write Lloyd Cole, 37 College Avenue, Maidenhead.

**ONE-SIZE TIGHTS** from £1.95 doz. plus VAT. Min. order 6 doz. overall CWO. Carriage free. Full range Price List. E & R Kaye, 3 South Place, London EC2.

### Black Hair Preparations & Cosmetics UK's Largest Suppliers

\*\*\*NATURAL BEAUTY PRODUCTS\*\*\*  
Cocoa Butter Cream & Lotion, Coconut Oil Shampoo, Coconut Oil Pomade, Rosemary Herbal Conditioner, Pressing Combs & Afro Combs, Magic Formula 10

Compacts & Lipsticks

\*ULTRA SHEEN & AFRO SHEEN\*

\*POSNERS & DAX\*

MAGIC SHAVING POWDERS

\*DARK 'N' LOVELY PRODUCTS\*

SULPHUR '8' & GLOSS '8'

\*LUSTRASILK\*

LE TOLANOL

\*\*\*REVLON\*\*\*

\*FRENCH PERM HAIR RELAXER etc.\*

T.C.B. PRODUCTS

NADINOLA CREAM

\*\*\*\*

**DYKE & DRYDEN LIMITED**

WHOLESALE DIVISION

Unit 1, 10 St Lays Road, Tottenham N17

Tel: 01-808 7624/7618

## BUSINESS OPPORTUNITIES

**MANF. CHEMISTS** required to produce regular quantities of small bottles of calamine lotion, pet. jelly, antiseptic and cartons of Borax, under our name. Min. quantities of 100 gross of each. Box No. 2596.

## MISCELLANEOUS

### "FASHION JEWELLERY"

Jodez (Manchester) Ltd.,  
34 Shudehill, Manchester M4 1EY  
Tel: 061-832 6564

Largest and most exclusive range of direct and imported continental jewellery.

## AGENTS

### AGENTS REQUIRED

with established chemist and drug store connections to sell an attractively packaged and priced range of baby disposable products. Very good commission. The particular areas we require agents for are London and the Home Counties, the South East, Yorkshire and the North-East.

PLEASE APPLY TO A.W. PLANTY  
DERRYDOWN, DISPOSABLES  
LIMITED  
NAVIGATION ROAD,  
DIGLIS, WORCESTER



## APPOINTMENTS

**The Royal Free Hospital,  
Hampstead**

### Pharmacy Technician

Qualified Technicians are invited to apply to join our enthusiastic young team in this modern department based in a new teaching hospital in Hampstead.

The successful applicant will have every opportunity to gain experience in all aspects of the Pharmaceutical services including up-graded production departments.

The hospital is easily accessible by public transport, and offers excellent working conditions and staff amenities.

**Application form (to be returned by 2nd March 1979)  
and Job Description from the Personnel Department,  
The Royal Free Hospital, Pond Street, Hampstead,  
London NW3 2QG. Telephone: 01-794-0500 Extension:  
4286. Please quote ref: 1434.**

**Camden and Islington A.H.A.  
(Teaching)**



CLASSIFIED ADVERTISING IN

### CHEMIST & DRUGGIST

IS INEXPENSIVE AND CAN BRING TERRIFIC RESULTS.

For details of rates and further information telephone  
Ann-Maria Pym on 353-3212, ext. 116.

# TABLET MAKERS

We are currently building a new factory in North Devon for the manufacture of a very wide range of tablets. In order to set up and maintain a fully trained staff, we require instructors for all aspects of tablet making.

If you have experience in granulation, compression or coating of tablets and are enthusiastic to join a closely knit team, please write to the address below, giving details of your career to date.

The Personnel Manager, Mr. R. Forsythe,  
A.H. Cox & Company Limited, 93 Lewes  
Road, Brighton, East Sussex.



**Arthur H. Cox & Co Limited**

**Pharmaceuticals**

World-famous Toiletries Company seeks Pharmacist as...

## Chemist Trade Relations Adviser

Central London from £8,500 + Car, etc.

Our Client is the UK Subsidiary of one of the world's largest and most respected Toiletry, Perfume and Cosmetics Companies. They recognise that the Retail Chemist offers the most appropriate and effective outlet for their products and their sales in Pharmacy have more than doubled during the past three years. Intensive new product development over the next three years will *re-double* current levels, presenting exciting profit opportunities as well as new technical challenges for Supplier and Retailer alike.

This has led the Company to create a new advisory role – to communicate its plans and philosophies to the Retail Chemist and to advise *both* sides, the Company and the Pharmacist, how best to work together to mutual benefit.

This new senior Staff Appointment will be based in Central London and calls for a Pharmacist, male or female and aged about 30-40, with in-depth experience of Retail Trading and a sound technical understanding of Toiletries and Cosmetics. Most importantly, however, it demands a thorough grasp of commercial realities.

The task will involve planning and implementing a series of 'events' – seminars, trade shows, discussion groups – throughout the length and breadth of the country. It also involves the creative production of editorial matter. It will require close collaboration with the Company's Marketing, Sales and Merchandising executives

and with the Advertising, PR and Research Consultants. It will demand exceptional energy, creative originality and organising ability. It could also entail considerable travel and time spent away from home.

The Appointee will be articulate, literate, persuasive; must have a lively intellect with the presence and personality to communicate effectively, both face-to-face and on the public platform.

The Salary is negotiable above £8,500 pa and benefits include a Company car, pension, free medical insurance, etc. The whole 'package' will be appropriate to an Applicant now in Commercial Management with a Wholesaling or Multiple Retailing Group or a Retailer who seeks new challenge in a Corporate environment.

Initial interviews, which will be informal, confidential and entirely without commitment on either side, will be with the Company's Selection Consultants. Please write briefly in support of your application to: Philip Clarke, Managing Director, Key Appointments Ltd., 30 Baker Street, London W1M 2DS. Tel: 01-449 8212.



**APPOINTMENTS  
SEARCH AND SELECTION  
DIVISION**

*All applications acknowledged and treated in  
strict confidence*



## APPOINTMENTS

**POTTERS BAR DISPENSING ASSISTANT REQUIRED.** Good salary and conditions. Apply Mr. K. R. Palmer MPS, Cross and Herbert, 34, The Broadway, Darks Lane, Potters Bar, Herts. Tel Potters Bar 53575.

**ASSISTANT REQUIRED** by Managing Director, with pharmaceutical experience. Must be good correspondent. Company largely involved in export field. Good salary and prospects. Slough area. Apply Box No. 2587.

**REPRESENTATIVES REQUIRED** for well known Importers and Wholesalers of Fashion Jewellery, for Scotland, Cumbria, Tyne Wear and the West Coast. High Rate of Commission. Trade ref. essential. Apply to: Jodez (Manchester) Ltd., 34, Shudehill, Manchester M4 1EY.

### PERSON REQUIRED

WILLING TO LEARN ALL ASPECTS OF PHARMACY WITH VIEW TO MANAGEMENT

Experience unnecessary

Homerton area  
Phone 985 2030

## Synogist® shampoo

—Full product licence

—Prescribable/O.T.C.

Manufacturer seeks pharmaceutical distributor, Principals only apply

Maltown Ltd,  
P.O. Box 53,  
Harrogate HG2 0NH

### NEW COMPANY PROJECT Near Widnes

requires a

## PART-TIME OR SEMI-RETIRED PHARMACIST

or a suitably qualified chemist with experience of liquid production and laboratory quality control analysis procedures.

Remuneration and conditions negotiable.

Applicants should apply in writing to

Box No. 2597

with full career details and availability.

OWN STAFF NOTIFIED.

Please address replies to:

BOX No. . . . .

Chemist & Druggist  
Benn Publications  
Ltd.

25 New Street Square,  
London EC4A 3JA

## Sales Representative

North London and East Anglia  
c. £4,700 plus expenses & company car

British Cod Liver Oils requires a Sales Representative with Chemist selling experience to develop sales of their pharmaceutical and veterinary products.

Ideally you will be situated in the London Area and be prepared to spend sufficient time away from home calling on chemists, pet and agricultural trades to service existing and prospective customers.

The company offers an attractive remuneration package of around £4,700 out of pocket expenses and a company car with private usage.

Candidates should write with brief career details to:  
**Mr. M. J. Lamb, Personnel/Training Manager, British Cod Liver Oils, Marfleet, Hedon Road, Hull.**

## Classified Headings

Situations Vacant  
Hospital Appointments  
Trade Services  
Business Opportunities  
Wanted  
For Sale

**Chemist & Druggist** gets results. Put it to the test by posting us your next advertisement or by telephoning us on: 01-353 3212 Extension 116.

## We've dispensed with many problems Pharmacists face

At the BUPA Hospital, Manchester.

Treating acute surgical and medical cases. It's a small establishment (only 54 beds) alongside which we're building a completely new hospital with 80 beds and new operating and x-ray departments. Bringing it up to modern standards but retaining the intimacy of a small hospital.

It gives the experienced pharmacist a free hand to work in a dedicated professional atmosphere which is at the same time, close and friendly.

Because of this we can allow considerable flexibility in ordering pharmaceutical and surgical products and, for that matter, what suppliers you order from. We leave that up to you, the experienced professional.

It's this experience that we'll give you credit for, when discussing your salary scale. Not that BUPA are in medicine for the money. Quite the opposite in fact. We're a non profit making organisation and only cover ourselves and the development of improved health care services.

That's how we've attracted some of the most highly skilled specialists. Medical professionals you'll be working with in Manchester.

So, if you've the MPS Diploma, experience as a hospital pharmacist and are capable of working single handed we'd like to hear from you.

For further details and an application form, please apply to the Administrator, Mr. J. R. Gillott, BUPA Hospital Manchester, Carlton Road, Whalley Range, Manchester M16 8AJ. Tel: 061-226 8121.

# BUPA HOSPITAL MANCHESTER



# SUBLAMIN

For the fast effective treatment of **Athletes Foot**, **Dhobi Itch** and other fungal diseases of the skin.

Widely used and recommended by top sportsmen, this clear, stainfree self drying liquid is now available for sale through Pharmacy in attractive display cartons comprising one dozen bottles.

Please contact direct

**Wyggood (Birmingham) Ltd**

Wyggood House, 1206 Stratford Road  
Hall Green, Birmingham B28 8HN

\*Regd. Trade Mark

Tel: 021-777 2238

**interplan  
system 80  
plus.**



continental style shopfittings designed for todays Pharmacy  
plus full service — complete installations

**olney bros ltd** jado house, northbridge road,  
berkhamsted, herts hp4 1eg



free colour brochure 04427-5417/9

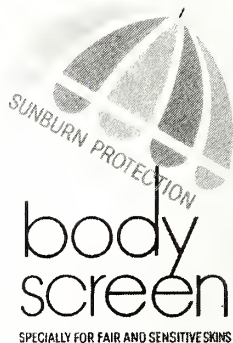
## One brand that keeps its promise.

Body Screen certainly lives up to its name.

It has a unique UVB filtering agent which protects the skin from 99% of the harmful, burning rays of the sun whilst allowing most of the tanning rays through.

And unlike most other lotions it's non-sticky. So all that's likely to stick to Body Screen are the many customers who'll read all about it in the leading women's magazines and Reader's Digest this summer.

Body Screen from A.H. Robins — the makers of Chap Stick lip balm.



A.H. Robins Company Ltd. Consumer Products Division, 14 15 Conduit Street, London W1R 9TG  
Body Screen and Chap Stick are trade marks of A.H. Robins.

17 February 1979



## Take a little support from Lastonet— And pass it on!

We're very aware of the indispensable (sorry!) role played by you, the Chemist, in our current Campaign Against Varicose Veins. We'll go so far as to say you're all important to us — and certainly to our mutual customers. And because we rely so much on your support, partly to spread the good news about Lastonet to all your customers who are unfortunately suffering the discomforts of various varicose conditions; and partly to make sure that each customer receives from you the best advice about our product — we'd like, in short, to make you a special offer to further strengthen our relationship.

For every 6 pairs of Lastonet added to your present stock to meet the certain demand from our present advertising, we'll offer you an extra 10% discount! So please take us up on our offer of support — And make sure your customers choose Lastonet support.



**Lastonet**  
CARE FOR YOUR LEGS

Lastonet Products Ltd., Redruth, Cornwall.

Chemist & Druggist 207



# Take one

Or take a million

You'll find that quality is perfect, when  
tablets or capsules come from Seward Pharmaceutical.

Our attention to detail starts with raw materials,  
through frequent lab checks and batch analysis,  
to final post-packing examination.

That's how much we care, and it shows.

On every one you take.



 **seward** pharmaceutical

Charlwoods Road, East Grinstead, Sussex RH19 2HL, England  
Telephone: East Grinstead 311311 Telegrams: Seward East Grinstead Telex: 95315 TOPTAB G

A member of the Medical Division of UAC International



C&D SUPPLEMENT

# *Babycare*

FEBRUARY 17 1979





# Farley's market is expanding again

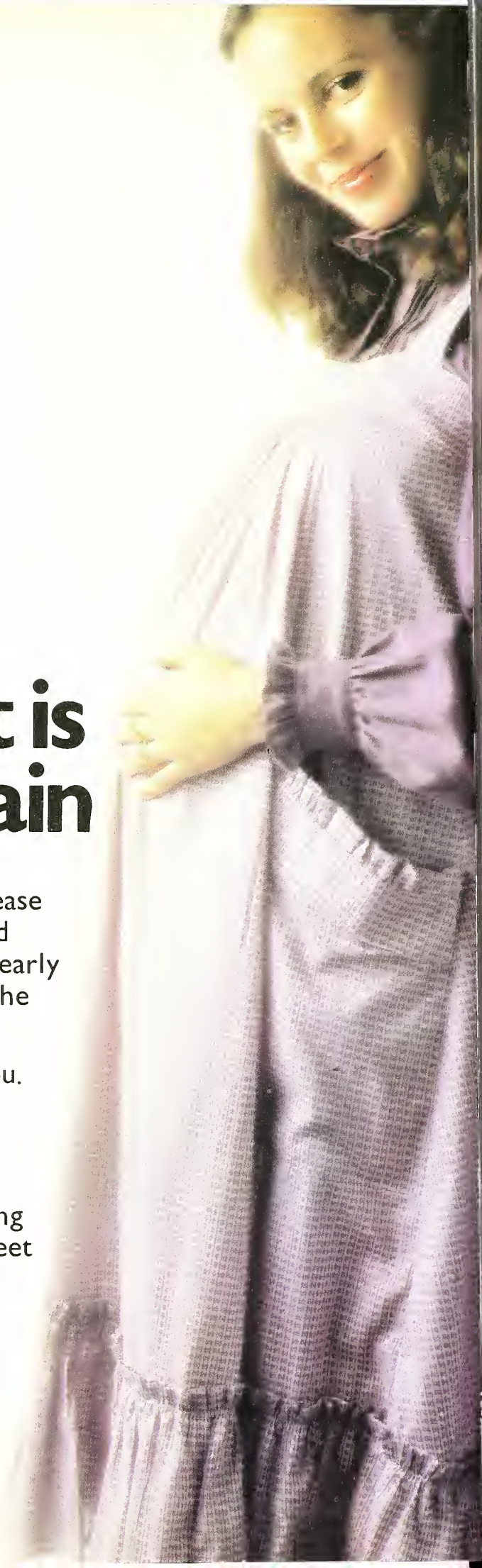
The nation's birth rate is on the increase again. Figures for the July-September period show that the rate of increase in births has nearly doubled compared to the April-June rise – the first major turnaround since 1965.\*

What's good for Farleys is good for you. Because Farleys have over 85% of the rusk market and they're on TV yet again in April for a three week campaign.

The young couples of Britain are doing their bit, now it's up to you. Get ready to meet an even bigger demand for Farley's Rusks.

Farley's is a trade mark.

\* Office of Population Censuses and Surveys





3 Babymilk research

4 Prospects for foods

6 Disposables—growth at last?

10 Product review

## Can babymilks be improved?

Breast milk may be best, but no-one has yet agreed exactly what it is. This makes life difficult for the babymilk manufacturers who are striving to develop products as near as possible to breast milk.

The basic problem is a lack of information on what constitutes "average" breast milk. Although the ingredients of breast milk are known and the Department of Health has data based on pooled samples from several mothers, there is little information on the variation between individuals. Not only does human milk vary from one mother to the next, it also varies during the lactation period and even varies from one breast to the other in the same woman.

Assuming this average composition could eventually be agreed, there would still be difficulties in deciding what standards to lay down for babymilks. If the average was taken as the ideal, what would happen to babies at the lower end of the scale who would normally be receiving fewer nutrients from their mothers' milk? Legislation tends to treat the mean as a minimum but it could also be argued that, to cater for the needs of all infants, a product should be based on the maximum value.

To complicate matters further, even if a babymilk has an identical formula to human milk it need not necessarily have the same biological effect. The aim with babymilks, therefore, is to mimic the actions of human milk.

As Mr Paul McGough, nutritionist for Farley Health Products, explains: "Iron is present in breast milk as lactoferrin which is better absorbed than the iron salts often used in commercial feeds. So to imitate the actions of breast milk the level of iron has to be increased in babymilks."

Mr McGough gives another example of why it could be foolish to copy the exact composition of human milk: "If you identified lead in breast milk, on the logic of 'breast is best' would you then add it to infant formulas?"

"Industry gets no clear advice from



the Government, academics and hospitals because opinions swing so much in this area. We can only be guided by documented research."

And, ultimately, common sense has to prevail: "Although the goal is to imitate breast milk there is no point in producing a product that is too expensive for the mother to buy," says Mr McGough.

Much research is being done on the physiological activity of milk constituents, with clinical trials being carried out on such aspects as mineral balance, fat and iron absorption.

One outstanding advantage of human milk is its ability to transfer resistance to gastro-intestinal infection. Factors identified as responsible include a group of immunoglobulins and lactoferrin, an iron-building compound which deprives *Escherichia Coli* of their iron supply.

Is there any possibility of such substances being added to infant formulas? Mr R. Brinkworth, Farley's head of food technology, thinks it unlikely.

"Apart from any cost considerations, it would be difficult both technologically and legally," he explains. "Getting permission to add anything—no matter how desirable—to foods these days is very much harder than in the past. We would

have to prove conclusively that we were not increasing the risks."

Mr Brinkworth believes the industry has gone as far as it can in helping mothers to make up the feeds correctly. Standard scoops have been introduced and clear, illustrated instructions are given on the packets.

"There is a remote possibility that some mothers might not understand the message, but if we thought there was a way of making it more foolproof than we have—and the customer could afford it—then we would certainly do it."

It has been suggested that milks could be packed in fixed weight sachets but, as well as increasing the costs, this method assumes that all mothers wish to give the same volume of feed to their babies.

"People have an inborn dislike of waste so there could be a tendency to use all the sachet no matter what size of feed was being made up," says Mr Brinkworth. "We would then get back to the risks of overconcentration."

Babies have thrived on commercial milks for years and products available today seem to have overcome most of the earlier disadvantages. But no industry can afford to stand still, and while there is still a goal—albeit undefined—research will continue.

The above photograph and the one on the front cover are by courtesy of H. J. Heinz Co Ltd.



# MORE BABIES . . . MORE BUSINESS

*More babies means more business, and most of the baby products manufacturers contacted by C&D are pleased with the latest figures from the Office of Population Censuses and Surveys. For the first time in 13 years there has been a significant increase in the birth rate. According to provisional figures, live births in Great Britain went up by 4 per cent in 1978 and for the period July to December the increase was 6 per cent. The increase has been attributed to the easier economic situation early last year or to the mini "population bulge" of the early sixties which is now reaching fertile age. And the forecast is that the growth will continue until 1993. In this article manufacturers give their views on prospects for baby foods.*

Heinz believe the effects of the increase in birthrate are far-reaching, with the baby food market alone estimated to increase by  $\frac{1}{2}$  million dozen extra units sold.

Pharmacies are in an ideal position to meet the additional demand since in five years they have almost doubled their share of the market. According to Heinz, chemists have recognised the importance of attracting high-spending new mothers into their shops by offering a comprehensive range to cover all their babies' needs.

Range is particularly important when shopping for baby foods as mothers want to offer their babies an interesting and varied menu.

Heinz recommend a minimum range of 40 varieties (20 strained and 20 junior) to offer variety within both meal and age segments. Ideally, there should be two facings per variety, but this would require 15 linear feet (eg three feet on each of five shelves), so where space available is less than 15 feet, facings should be reduced rather than varieties.

## Layout advice

The layout of the baby food department should make it easy for the mother to select the varieties she wants. Heinz recommend vertical blocking of strained and junior foods and grouping meals segments together, and will supply variety name tags to assist both customers and staff in variety identification.

Heinz currently claim a 53 per cent share in chemists and outsell their nearest competitor by over four to one. They are investing heavily in the market upturn; advertising support is being doubled this year with a new campaign in women's magazines and continual advertising in the medical Press and specialist baby annuals.

Cow and Gate Ltd also see a well-stocked baby foods section as a means of increasing store traffic. Mothers like to obtain as many of the family needs in one shop so the more baby products provided, the more other purchases are likely. There is also little seasonality in the babyfoods market—it offers regular customers with regular purchases.

Cow and Gate put a value of £67

million on the total baby foods market, with £30m accounted for by meals, about £5m rusks, £2.5m syrups and £1.5m cereals, the rest being milks. The market for baby meals through independent chemists has grown from £5.2m in 1977 to £5.9m in 1978. Cow and Gate give the latest brand shares through chemists as—Heinz 53 per cent, Cow and Gate 22 per cent, Robinson 17 per cent, Geber 5 per cent and others 3 per cent.

Cow and Gate claim to be brand leader overall in the babyfeeding market, the only company meeting the complete food needs of a baby during its first year of life.

For rusks, Farley's claim about 85 per cent of the total market, followed by Cow and Gate Liga with 8 per cent, Farex Fingers 4 per cent and Boots' Ruskmen 3 per cent. Cow and Gate say almost two-thirds of their rusk sales are of the 12 pack size, which many chemists do not stock. Brand shares through independent chemists, according to Cow and Gate, are Farley's 75 per cent, Liga 21 per cent and others 4 per cent.

Robinson's Baby Foods claim their share of all meals served to babies increased to 22 per cent in 1978. "In independent chemists alone our share of volume sales has risen to 25 per cent in 1978 to put the brand in number two position," says product group manager, Ron Burns.

Sales of Robinson's baby cereals have also been buoyant in the past two years

and they now claim to be the number one brand. Volume share in the total market has increased to 49 per cent in 1978 and in independent chemists volume sales have risen from 36 per cent in 1976 to 52 per cent in 1978. Baby porridge oats is the best-seller in the range with baby rice a close second.

All the products did well in 1978 with volume sales of Baby Food One up 19 per cent over 1977 and Baby Food Two up 14 per cent. One factor influencing these figures is the increase in birthrate but Robinson's also strengthened their promotional activities in several ways.

"A radio test in the Greater Manchester area proved very successful and this form of advertising will be continued on a much wider scale in 1979," says Ron Burns. "Our scheme for using ex-health visitors to call on health clinics in the major conurbations has also been very effective and we plan to extend this during 1979. Finally, December 1978 saw the premiere of 'Katie's first year', a film diary about the first year in Katie Evans' life with commentary and participation by Dr Hugh Jolly. Our plans for the film this year include special showing to health visitors and to young mothers and mothers-to-be."

The foods will be advertised in the mother and baby Press and will be promoted at point-of-sale via on-pack offers, the first of which is a brightly coloured Noddy poster, (35in by 24in) available for £0.25 plus £0.12 postage and 10 proofs of purchase from any Robinson's baby foods and cereals. The offer is featured on Robinson's Baby Food One and baby cereal packs but proofs of purchase from Baby Food Two packs will also be accepted.

Applications for the Noddy poster should be sent, with a postal order or cheque for £0.37 plus 10 proofs of purchase, to Robinson's Noddy poster offer, Department ROBNP, Colman Foods, Carrow, Norwich NR1 2DD.

## Optimum Heinz range for space available

Linear feet	Total facings	3oz Minicans	Range 4½oz cans	jars	Growing Up meals
8	45	5 varieties × 1 facing	40 varieties × 1 facing		
12	68	5 varieties × 2 facings	22 varieties × 1 facing 18 varieties × 2 facings		
16	90	5 varieties × 2 facings	40 varieties × 2 facings		
20	112	5 varieties × 2 facings	43 varieties × 2 facings	16 varieties × 1 facing	
24	132	5 varieties × 2 facings	50 varieties × 2 facings	20 varieties × 1 facing	4 varieties × 1 facing



# Effect of the trend to breast feeding

How much longer are the British likely to be a bottle-fed nation?

Only about half a sample of mothers surveyed in 1975 attempted to breast feed their babies at all and only about a fifth were still doing so six weeks after the birth.

But there is evidence that the "breast is best" view is gaining ground, so much so that one baby milk manufacturer believes the recent increase in the birth rate will largely be offset by the swing towards breast feeding in terms of babymilk sold. According to Mr Malcolm Delory, Farley Health Products' marketing manager, the babymilks market is likely to remain fairly static.

Mr Hugh Vosper, professional services manager, Wyeth Laboratories, says the trend to breast feeding is mainly reflected in hospitals, where the number of mothers leaving hospital using this method has gone up. The health professionals are encouraging mothers to breast feed for at least the first two weeks after the birth.

However, when the mother gets home, many other factors come into effect and there is a tendency to revert back to the bottle. Mr Vosper says his company has not noticed any decline in retail sales although the overall market has probably decreased in terms of the number of cans sold.

Manufacturers' estimates of the baby-milk market vary widely and range from £21½ million to £28m at rrp. According to Cow and Gate, the value of powdered babymilks through independent chemists has risen from £7m in 1977 to £8m in 1978.

## Trend to clinics

Mr Malcolm Delory, Farley Health Products, says one of the main trends is the increase in sales from clinics, which now claim a 45 per cent share compared with the chemists' 50 per cent (grocers account for the remainder).

Three or four years ago chemists had the lead with about 70 per cent of sales compared with the clinics' 10 per cent and grocers 20 per cent. According to Mr Delory, pharmacies now appear to be losing the tremendous gains they made in 1976 when the Department of Health recommended that only modified milks should be used for infants under six months, a recommendation which hit sales of the clinics' unmodified National Dried Milk.

Mr Delory believes clinics are making

Courtesy of Johnson & Johnson



a come-back because of their competitive pricing. They do not make a profit but add on only about 5 per cent to the buying-in price as a handling charge.

Another factor could be that, with the breakdown of the family unit, first time mothers in particular are becoming more dependent on the community services for advice whereas some years ago they might have had their own mothers living with them.

Choice of brand depends a great deal on what the hospital used. Mr Delory says that 70 per cent of babymilks are chosen according to what the baby had in the hospital and if the baby thrives, the mother has no need to change brand.

His advice to pharmacists is—find out what the local hospital uses and offer it at a competitive price. This knowledge can usually be gleaned from the hospital supplies officer or other local contacts. Hospitals now tend to offer more than just one brand and this could be why chemists, offering a range, have managed to maintain a large share of the market. Hospitals in poorer areas have been known to stop using a brand if it has not been available locally at a competitive price. "But generally chemists seem to compete quite well on price," Mr Delory says.

Mr Hugh Vosper, Wyeth Laboratories, deplores the criticism made about the prices pharmacies charge for feeds.

"Obviously clinic sales are subsidised by the NHS insofar as they do not have to bear the costs of overheads, salaries, etc, that are borne by the chemist, nor do they have to provide a profit," he says. "At the same time it is not appreciated that one tin of Gold Cap SMA—a fastidiously researched and tested product—provides about six pints of infant feed that, pint for pint, is virtually the same price as ordinary gold cap milk dumped on the doorstep."

Mr Delory believes another way chemists can hold on to sales is by offering an advisory service as good as, if not better than, that offered by clinics. Manufacturers offer consumer leaflets explaining when and how to use their products. The mother is often faced with a dilemma in her choice of milk, particularly if she started off breast feeding but gave up some time after leaving hospital.

By then she could have developed a closer relationship with her local retailer than with the clinic, so this is something to be borne in mind.

Grocers are unlikely to reclaim many babymilk sales, according to Mr Delory. Distribution is only significant in the larger supermarkets and the relatively short shelf life of these products is not an attractive commercial prospect to the smaller stores.

Farley Health Products give brand shares in the total market (including clinics) of SMA 40 per cent, Cow and Gate 30 per cent and Milumil 3 per cent. In chemists only the shares are Ostermilk 33 per cent, SMA 32 per cent, Cow and Gate 32 per cent and Milumil 3 per cent.

Wyeth Laboratories claim Gold Cap SMA is brand leader with 29.8 per cent of all sales.

Cow and Gate say Premium has grown from a 9 per cent share in 1977 to 17 per cent in 1978, in independent chemists. Babymilk Plus is said to account for 14 per cent of all powdered milk sales in independents.

Promotion of milks is largely directed towards hospitals, clinics and health professionals such as midwives and health visitors. Manufacturers usually give sample packs to mothers leaving hospital, which reinforces the brand they have been using. Samples are also given to the nursing staff to show mothers how to use the milks.

Farley advertise to the health professionals through their journals and by direct mail or meetings, and provide a wide range of support items such as cot cards and identity bracelets. A new Ostermilk display unit has just been introduced for pharmacies.

Wyeth Laboratories have just introduced a new aid for hospitals, doctors and nurses, midwives and health visitors. Pads of 40 information leaflets on feeding have been published; the leaflets are torn off and given to mothers leaving hospital.

The company has also produced a new range of literature for use in discussion with doctors, midwives and health visitors. A new booklet and poster advise breast feeding as the best for a baby, recommending Gold Cup SMA if a mother cannot breast feed or the feed needs topping up.



# GROWTH AT LAST?

Manufacturers predict a major swing towards disposables

The prospects for the disposable nappy market are good, not only as a result of the increased birth rate but because of a general swing towards disposables. And independent chemists seem to be competing well with other outlets.

The market has always been a limited one, with only about 10-12 per cent of mothers being constant users of the product but Mr Derek Dix, sales and marketing director of Modo Consumer Products, manufacturers of Tufty Tails, believes that the long-sought breakthrough may be in sight.

"The big break in France coincided with a general down-stocking of washable nappies. Here in Britain, over the past few years, terry nappy stocks have been run down, just at the time that more babies are being born," he says. "But in terms of consumption we've still got a long way to go before our mothers catch up with their counterparts in France, Italy, Sweden and Germany."

This view is confirmed by a recent Frost & Sullivan report, "Personal Hygiene Products in Europe", which predicts that disposable diaper markets will increase by over 50 per cent in unit volume over the next ten years, despite the already high penetration in Scandinavia and Germany.

"The major prize will certainly be the UK market which alone may account for over one third of the total increase," the report says.

Penetration of disposables is almost complete in Scandinavia and Germany and is about 50 per cent in most other countries except Spain and the UK. Composites—which incorporate a waterproof plastic outer cover so that separate pants are not required—take a significant share of the markets in Germany, France and Switzerland but do not appear in Scandinavia.

## Dependent on income

Disposable consumption is partly a function of "disposable income", which explains the low penetration in Spain, the report continues. In the UK, low penetration is related to persistent use of towelling squares, but sales of these have fallen sharply over the past five years and, as the UK emerges from recession with the help of North Sea oil, additional spending power available for disposables is predicted.

Frost & Sullivan Ltd, 104 Marylebone Lane, London W1M 5FU, conclude that the more important development everywhere will be the increasing consumption of the composite style diaper which will rapidly expand the value of markets.

Robinsons of Chesterfield, manufacturers of Paddi Pads and Babettes, estimate the UK disposable nappy market to be worth £12.5 million. According to

Robinsons there is still a huge market potential, and for retailers—a very profitable one.

"The estimated total of this market is some £150 million", says Clive Wetherall, general marketing manager. "That means the potential is more than nine times the present day value. In the last six months—despite adverse and changeable market conditions—the value of the disposable nappy market has increased by a further £½ million. And during this period some interesting changes have taken place in trading patterns. Chemists are continuing to take advantage of a growth situation and expand their share of the market. Shares through grocery retailing outlets—especially through

show that price, at present, has no influence on the pattern of the market. With our two brands combined, Robinsons of Chesterfield are now taking an overall share of some 82.9 per cent of sales through all outlets, and feel that this is largely attributable to the fact that the trade can order both brands from the single source."

Modo have carried out new research which shows that using washable nappies can be about 25 per cent more expensive than using disposables (see diagram).

These findings will play a major part in the company's plans for 1979 which include a public relations and educational campaign aimed at midwives and health visitors, together with parent journals.

## Disposable nappies v. towelling—the costs\*

Towelling	£
Four dozen towelling nappies at £7.50 per dozen	30.00
2,000 nappy liners at £0.95 per 200	9.50
20 pairs plastic pants at £0.75 per pair	15.00
122 packs washing powder (E3 size) at £0.485	59.17
Six drums nappy sterilising powder at £0.95	5.70
27 bottles fabric conditioner at £0.33	9.00
365 washes at £0.17 per machine load	62.05
	<hr/>
	190.42
<b>Disposables</b>	
22 packs newborn size at £0.54 (used from birth to about two months)	11.88
72 packs baby size at £0.63 (used from about 2-10 months)	45.36
105 packs toddler size at £0.84 (used from about 10-24 months)	88.20
25 packs tie-on pants at £0.45	11.25
	<hr/>
	156.69

Saving by using disposable nappies £33.73 over two years or 32.5p per week.

\*Based on calculations by Modo

supermarkets—are steadily dropping. Over the past 12 months this sector's share of the market has dropped by some 30 per cent. If this trend continues, then during the coming months we fully expect it to drop by another 20 per cent.

"Until such time as grocery retailing outlets take the time and trouble to display disposable nappy products properly and in the proper place, this sector of the retailing trade will never maximise profits." Robinsons say chemists now have a 73 per cent share of the overall disposable nappy market, leaving grocery retailing outlets with a 27 per cent share. Last year these figures read 65 per cent and 35 per cent respectively.

But the growing rival to the grocery outlet must be the comparatively new drug store outlet. Operating in a similar way to supermarkets—the drug store retailer displays disposable nappies and related products in a way which makes them attractive and easily accessible to the customer. This stratagem has won this sector a considerable share of the market in a relatively short time.

Commenting on these statistics Clive Wetherall says: "These latest figures

"Our figures include not only the cost of the nappies but also the increasingly expensive business of washing them. If we take in the time element as well, the costs are truly horrendous," says Mr Dix.

Mr Dix confirms that chemists have maintained their hold on the disposable nappy market but gives a lower estimate of a 60 per cent share.

Lila-White say sales of Golden Babe Bambi, after several years with little or no growth, have in the past two years shown continued buoyancy.

Sales growth of Bambi was over 34 per cent, increasing its share of the total market from 17.6 per cent in the last six months of 1977 to 22.7 per cent for the same period in 1978. The share in chemists during the same six months rose from 15.5 per cent to 23.2 per cent.

Lila-White say that though it may be considered heresy to suggest that sales through grocers may influence and increase purchases through the traditional chemist outlets, the growth in sales through chemists has become more apparent as more grocers stock disposable napkins.



# We'll make you smile as well.



**CPC**

Knorr  
Mazola Hellmann's  
Brown & Polson Gerber  
Dextrosol Frank Cooper



To every chemist babyfood makes sense.  
It's a big volume, regular-purchase leadline for big-spending young mums.

Gerber are quality leaders in the market, with a complete range of products all individually sealed in glass jars, so they reach the customer in the peak of condition.

With Gerber on your shelves, you'll make a healthy profit.

And keep everyone smiling.

**Gerber**  
TRADE MARK



# THERE'S ONE EVERY OTHER

An Ostermilk customer, that is.

Of the estimated 660,000 babies born last year, nearly a third were fed on Ostermilks at one time or another.

In fact, last year the Ostermilks range was the best-selling range of baby milks in chemists throughout the country.\*

There's Ostermilk Complete Formula, brand leader over the last two years and still keeping babies contented.

Osterfeed, one of the fastest growing new baby milks and the closest to breast milk in terms of protein, carbohydrate, fat and calorie levels.

And Improved Formula Ostermilk Two, a well-established favourite and particularly successful in satisfying 'difficult feeders'.

Altogether, they represent a complete range of milks designed to meet the individual needs of every baby.

With the birth rate increasing, there'll be even more of them this year.

That means more Ostermilk customers. So hurry. Stock up and display the range.

Remember, every minute counts.

\*Independent retail audit.

**Britain's best-selling range of baby milks.**

Farley Health Products Ltd., Plymouth, Devon.



# NE BORN ER MINUTE.



Improved Formula Ostermilk Two, Osterfeed and Ostermilk Complete Formula are trademarks.



# J & J poised to maintain their dominance

Johnson & Johnson are all set to maintain their dominance in the baby toiletries market in 1979. Earlier this month the company launched Baby Bath, an all-over bath for babies of all ages, backed by £150,000 promotional budget—regarded as a heavy investment for this sector of the baby market. Advertisements will appear in *Mother, Mother & Baby*, *Family Circle*, *Living* and three of the baby annuals, as well as *The Health Visitor* and *Midwife*, *Health Visitor* and *Community Nurse*. The baby bath additive market is worth £750,000 *rsp* and Johnson & Johnson are looking for a 33 per cent share.

On the baby products front as a whole, the company's advertising/promotional budget for 1979 is just over £2½ million, a significant increase on last year.

"We have had two years of volume growth and have doubled the rate each year," says Chris Wicks, marketing manager of the baby products division, "We have also seen a certain amount of buoyancy in the baby market with the birth-rate up marginally and more disposable income going on toiletries."

Baby shampoo, relaunched last April, will be supported by two TV commercials in a £500,000 national campaign. Johnson's claim a 60 per cent share of the £700,000 baby shampoo market and five per cent of the £55m adult shampoo market. Some 80 per cent of sales go for adult usage. The percentage of sales through chemists is 49 per cent.

Baby lotion is claimed brand leader in both the baby and adult markets, where it is estimated that six million women use it regularly as a facial cleanser. It commands a 36 per cent share of the £1m baby market and a 17 per cent share of the £10m facial cleanser market, with 52 per cent of sales going through chemists. Adult usage accounts for 80 per cent of lotion sales.

Johnson's baby powder is claimed

brand leader of all retail talcs with a 10.5 per cent share of the £42.8m talcum market. It is also brand leader in the £750,000 baby powder market with a 61 per cent share. The percentage of sales through chemists is 50 per cent. A £200,000 advertising campaign is planned for the brand during 1979. Advertisements will appear in women's magazines throughout the year, and in baby magazines as part of the Johnson's "baby range" campaign. Regional television advertising will feature a new commercial.

Johnson's baby oil dominates the £1m baby oil market with a 48 per cent share and as much as 90 per cent of sales are for adult usage; 53 per cent of sales are through chemists. Cotton buds will be ported by a £150,000 advertising campaign—regionally on television and in women's magazines.

Johnson's cotton buds dominate the £3m cotton swabs market with a 50 per cent share, with 58 per cent of sales going through chemists. Cotton buds will be supported by a £200,000 advertising campaign. Commercials are being shown nationally on television this month, to be followed by Press advertisements in women's magazines, March to October.

Johnson's baby cream was advertised nationally for the first time last year and sales increased by 50 per cent. The advertising spend has been doubled for 1979 and advertisements will appear in leading women's magazines. Half the sales are through chemists.

Johnson's baby soap has a 56 per cent share of the baby soap market, with 60 per cent of sales going through chemists. Full page advertisements for Baby Dry liners will be featured in "You and your baby" and "The Bounty baby book." The product range will also be featured in colour advertisements in "The Bounty baby book," *Parents* and *Mother*.

Johnson & Johnson are also stepping up their activity on their professional side, with heavy sampling through hos-

pitals and clinics. The company has just launched a new film, "Bathing a baby—A touch of love", which was made in association with the Royal College of Midwives. This film emphasises the importance of the bonding relationship between mother and baby, and will be used as a teaching aid for student midwives and health visitors, and for showing to groups of new mothers in ante and post natal clinics and in parentcraft classes. *Johnson & Johnson Ltd, Slough, Berks.*

## Three reasons for growth in syrups

Sterling Health claim that Delrosa is the brand leader of the baby syrups market which is worth about £6 million at *rsp*. Sixty five to 70 per cent of baby syrups are sold through chemists with rose hip syrup accounting for 70 per cent of all syrup sales, although the other flavours—blackcurrant and rose hip and orange and rose hip—are becoming more popular. Last year volume sales showed a 23 per cent increase over all the flavours.

Sterling Health believe there are three main reasons for this continued growth. Firstly, their policy of advertising in the baby annuals. Secondly, the large scale sampling throughout the year to new mothers. Thirdly, the continued popularity of the Baby Savers scheme, which offers items such as baby buggies at discount to mothers.

These promotions will all continue throughout 1979. *Sterling Health, Surbiton, Surrey KT6 4PH.*

## Tomme Tippee plans

Mr David Batt, marketing manager for Tommee Tippee, says 1978 has been a year of achievement and success. As a result of their biggest ever advertising campaign, consumer awareness and knowledge of the Tommee Tippee brand has increased, and sales reached an all time record. Plans for 1979 include consumer advertising and many new products. *Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland.*

# milupa - still increasing by leaps and bounds!



## Milumil & milupa Infant Food THE FAST MOVERS





# Get your hands on the biggest range of all.

There's just one comprehensive range of babyfoods available in this country – and that's from Cow & Gate.

The range consists of Premium and Babymilk Plus. Liga Rusks. Over 70 varieties of meals and desserts. Orange concentrate and 3 fruit syrups.

Only Cow & Gate, the babyfeeding specialists, can provide all this. All the food a baby needs for its vital first year.

Stock the complete Cow & Gate range. Backed by personal calls and a complete service, you're sure to have bigger profits on your hands.



The Babyfeeding Specialists



# Heinz launch new range of Minicans

In March and April Heinz are launching a range of 3oz Minicans (£0.10)—five varieties specially chosen to appeal to babies starting on solid foods. Mothers have requested this smaller, more economical size to use at the start of mixed feeding when the baby's appetite is small.

The launch will be heavily supported with double page colour spreads in *Woman*, *Woman's Own*, *Woman & Home*, *Woman's Weekly* and *Family Circle*. Free sample cans carrying a label entitling the mother to another free can from the nearest stockist are being distributed via Bounty parcels to all mothers who give birth over the next four months. In store, the use of a 3oz. Minican logo on all point-of-sale material will enable the mother to locate the product. *H. J. Heinz Co Ltd, Hayes Park, Hayes, Middlesex.*

## 'Major gains' after Milupa campaign

Milupa now claim that their infant foods have become brand leaders in the dried foods sector in London, the South and Scotland television areas. Over the past year major gains have been made in the Midlands, Anglia and Harlech/Westward television areas.

The company reports volume sales increases of nearly 200 per cent in a year through chemists. This prompted the recent move into cartons of 24 which save storage space and make handling easier. A full promotional programme is planned, including advertising to health visitors.

Milumil is said to be doing well following introduction to hospitals as a ready-to-feed liquid. Milupa confirm their faith in sampling by planning to send out five million samples of Milumil and Milupa infant foods during the year, mainly by direct mail in response to advertisements in the "baby books" and via health visitors. *Milupa Ltd, Milupa House, Lyons Estate, High Road, Cowley Peachey, Uxbridge, Middlesex.*

## Baby pants now worth over £5m

LRC Products estimate that last year £5.5 million rsp was spent on baby pants. The two major sectors in the market are pull-on pants which account for 66 per cent of sales, and snap-on pants with 30 per cent. Tie-on pants have the smallest market share with 4 per cent.

In 1978, LRC's volume sales of baby pants grew by 30 per cent over the previous year and the company installed



The winning photograph in the recent Robinson's Baby Food and Kodak "Candid camera" competition. It was taken by Mr David Rogers of Lancaster.

greater capacity to deal with the extra demand. "With our increased capacity and already buoyant sales, we are aiming at a further 20 per cent growth in sales in 1979," says group product manager, Mike Broadbridge.

Currently 30 per cent of mothers buy their babypants from independent chemists, but LRC estimate that grocers now account for some 15 per cent of sales. "And with shrinking margins on most foodlines, grocers, particularly in the multiple sector, are looking for non-foods which offer high margins like babypants," comments Mike Broadbridge. "Chemists should look to protect their

share by carrying both pull-ons and snap-ons in relation to their share of sales, and by ensuring that the products are adequately displayed."

LRC's Woodward's range showed good volume growth in 1978. The two major products, gripe water and baby cream, increased volume sales by 16 per cent and 15 per cent respectively. LRC are planning a further advertising campaign later this year.

Woodward's gripe water is claimed brand leader in the carminative market which is now worth an estimated £1.9m at rsp. *LRC Products Ltd, Sanitas House, Stockwell Green London SW9 9JJ.*

## Towards safer soothers

*Lewis Woolf Griptight outline recent Regulations*

In 1975 British Standard no 5239 was published giving recommendations for the manufacture, performance and use and care of babies' soothers. The intention of the BSI was to prevent the sale of unreliable, unsafe soothers, a number of which, some imported, were causing concern.

The introduction of the British Standard was warmly welcomed by pharmacists and wholesalers, as well as manufacturers, in fact, Lewis Woolf Griptight Ltd already had a range of soothers which met the requirements of BS 5239 two years prior to its publication.

The British Standard requires soothers to be made of a boilable non-toxic material. The dimensions have to conform to certain specifications for safety and the soother has to be able to withstand a pull of 13½ lbs. Many cheap imported soothers would fail in these requirements. The Standard also contained recommended instructions on the use and care of soothers.

Naturally it was felt that the publica-

tion of the Standard, although already being treated seriously, would need to be backed by legislation in order to ensure that unsafe soothers were no longer available. On June 16, 1978, an Act was laid before Parliament and legislation passed to make it an offence to sell any soother which does not conform to BS 5239. This applied firstly to manufacturers and importers and has applied to retailers since January 1, 1979.

In LWG quality control checks are made at all stages of production to ensure that individual components, when assembled, will conform to world wide standards. This includes random checks on components and finished soothers. Tensile strength tests are carried out on specialised equipment as well as boiling, bite and compression tests. LWG laboratories also test soothers to destruction and raw latex is constantly tested for toxicity. Detailed records are kept of all test results so that comparisons can be made to maintain the required standard of quality.



Winter Remedies: for the brand leaders

## NEW YEAR RINGS IN RENEWED TV BOOST



### TV WINNER

Shown here is a scene from one of the new Veno's films, packed with mother and family sales appeal. Beecham's winter TV spectacular adds the same sure selling touch to films for Powders, Hot Lemon, Night Nurse and Mac Lozenges - all of them top sellers all winter through.

**THEY'RE ALL ON TV AGAIN!** Yes, the big Beecham campaigns that began the season for winter's best-selling brands, are back once more to keep turnover high and sales soaring. Biggest ever spend, extra-high frequency, new films, eye-catching displays all combine again to make the chemists' peak-selling season the best they've ever known.

#### BEECHAMS POWDERS - TABLETS - HOT LEMON

Top sellers for colds and flu, Powders and Tablets add new high frequency films to last year's proven winners. For Hot Lemon, twice the appearance rate and yet another new film are bringing all-time record sales, making this brand the fastest grower in a really fast growing sector.

#### NIGHT NURSE

Massive sales, even clearer brand leadership - both are confirmed by start-of-season audits. Memorable TV films featuring the saleswinning Night Nurse personality and appearing again and again make sure that this amazing success story will continue all winter long.

#### VENO'S

Original Formula and Honey & Lemon, top-sellers among advertised cough remedies, have been selling even better this winter. They'll go on doing so, too. New family-interest films (15 and 30 seconds) and new peak-time transmissions make that a certainty.

#### MAC LOZENGES

Aired frequently again, Mac's friendly TV commercial and catchy TV jingle have made more friends than ever among sore throat sufferers. For chemists everywhere that means super-high turnover for both Mac Medicated and Mac Honey Lem.

### -PLUS DAZZLING NEW DISPLAYS

The light-up effect of the new Hot Lemon display (centre) is a superb customer reminder of the TV campaign, putting you on the selling end of £500,000 advertising support. Add over £1m for the brands in the counter salesmaker (left) and the colourful displays (right) and it's easily seen: among winter remedies Beecham are the real No. 1!

### EXTRA SELLERS

Backed heavily on TV, too, are **Setlers**, today's pace-making indigestion remedy, and **Phensic**, famous for headache relief. Add **Fynnon Calcium Aspirin**, **Nurodol**, **Eno**, **Ellimans**, all supported all year round, and the picture's clear - in winter or out, Beecham is the name that means business.

**It's fine in '79 with Beecham Home Medicines**



# Chart offer to support Farley's

Farley's rusks are being supported nationally during 1978-79 with a £400,000 television spend in the 12-month period. This campaign is supported by advertising in trade and specialist mothercraft magazines, such as *Parents*, *Maternity and Mothercraft*, *Mother*, the *Bounty Book* and the *New-bourne Baby Book*. The brand also participates in the Bounty Bag, presented to new mothers on leaving hospital, and there are special trade activities in certain areas.



Latest in the "It's child's play" offers is a combined height chart and play clock for toddlers and young children. The chart is based on a grandfather clock designed to incorporate the "Hickory Dickory Dock" nursery rhyme.

The chart/clock will be offered at £0.49 plus ten special tokens which appear on all three rusks' pack sizes and can also be collected from the two previous special promotional packs. Packs announcing the offer will be available from the end of February and will be supported by point-of-sale material.

New display material for milks is shown above. *Farley Health Products Ltd, Plymouth PL3 5UA*.

## Anbesol in the Press

Press advertising for Anbesol runs throughout the year in national women's and teenage magazines such as *Reveille*, *OK*, *Weekly News*, *My Weekly*, *People's Journal*, *Fabulous* 208, *Mates*, *Pink* and *Family Circle* together with specific advertising on "teething pains" using cartoon-style advertisements in *Mother*, *Mother and Baby*, *Under Fives* and *Parents*.

Following a highly successful radio

campaign in 1978, International Chemical Co Ltd are planning to run an even more extensive radio campaign of 15 second commercials throughout the year in all areas. Further support is given to Anbesol by professional promotion to nurses, midwives, health visitors and industrial welfare outlets by the use of a leaflet and sampling campaign. *International Chemical Co Ltd, 11 Chenies Street, London WC1E 7ET*.

## Unichem add to range

Unichem are adding cotton buds (100, £0.38) to their own brand baby care range this month. And in April, Unichem cleansing puffs (100, £0.36) will be launched.

The planned advertising budget for 1979 is the highest ever allocated to Unichem's own brand range. The baby range will figure prominently in an own brand promotion planned for May. There will be advertising directed towards the consumer and new display material will include the baby bar.

Unichem say their baby care range has shown "phenomenal growth" in the past two years, sales have quadrupled in that time. *Unichem Ltd, Crown House, Morden, Surrey*.

## Bounty go pre-natal this summer

Bounty Services Ltd are launching a pre-natal parcel in May or June containing samples of manufacturers' baby products and literature for the mother-to-be.

At present Bounty's marketing activities are entirely post-natal, with their Bounty Bag being given to the new mother within a matter of days after her confinement. This year 575,000 new mothers should receive their bag and the Bounty Baby Book. Samples currently offered in the bag are Johnson & Johnson lotion and talc, Heinz foods, Savlon cream, Simpla tablets, Nappiclene, Curity Snugglers and (soon) Crest toothpaste. Product literature includes Dentinox, Easy Rider, Farlene, Farex, Delrosa, and a postal film service.

For years Bounty have received countless requests to start a pre-natal parcel service, but delayed their entry into this field until confident they had established a fool-proof method of controlling the process, so that the possibility of duplication, and thereby wastage of clients' material, would be eliminated. Their new operation ensures that the expectant mother receives her parcel during, or soon after, her fifth month of pregnancy, and that she does not receive more than one parcel.

This new move is likely to be welcomed by manufacturers whose products need publicising during a woman's pregnancy rather than after her baby's birth and who have felt unable to take part in the operation until now.

Manufacturers interested in further details should contact *Mr Alan Manhood, Bounty Services Ltd, Victoria House, 324 Brixton Road, London SW9 7AA*.

## Dettol plans for the coming year

This year over £½ million will be spent on national television advertising for Dettol liquid and cream. One of the 30-second commercials is concerned with the new born baby; another deals with the various environmental hazards facing the crawling toddler in the home. The cream advertisements are concentrated in March and July; Dettol liquid in the periods January to April, August and September. The television campaign will be backed by a £100,000 plus Press drive based on four new whole page colour advertisements, predominantly in women's magazines. The Press advertising segments are April to July, September to December for Dettol cream; April and May, September to December for Dettol liquid. *Reckitt & Colman Ltd, pharmaceutical division, Dansom Lane, Hull HU8 8DD*.



## Supple display

Maws Supple, a pre-natal anti-stretch mark cream, is now available in a new display unit holding 10 packs, 20 free samples and 20 free leaflets. Further supplies of samples are available.

According to the company, sales of pre-natal anti-stretch mark creams rose last year not only as a result of the increased birth rate but also as a result of greater consumer awareness of the product's benefits. Cynthia Pease, product manager for Maws Supple, estimates that this market will grow by approximately 15 per cent volume in 1979.

Supple (£1.23) should be used as soon as pregnancy is confirmed and one pack should last for about two months.

Maws say 1978 was a successful year for their baby care range, particularly in the feeding systems area of bottles, teats and sterilising tablets.

Tony Grayling, product manager for Maws, states: "During 1979, we will build and consolidate our market position, supporting key areas with a considerable increase in advertising and promotional expenditure. We have important new product plans." *Ashe Laboratories Ltd, Ashetree Works, Kingston, Road, Leatherhead, Surrey*.



# 'Cannon' babysafe'

## What's in a name?

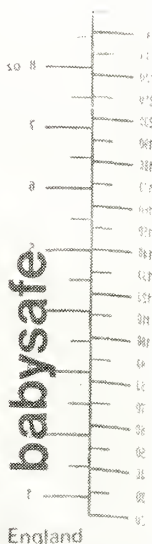
The name 'Cannon babysafe' says it all—because safety matters.

The design of the 'babysafe' Feeding Bottle reflects this all important safety factor. There are no nooks or crannies where potentially harmful milk deposits can build up. The neck of the bottle is perfectly round and smooth.

The clear, easy to read measure markings are 'babysafe' too—printed on the outside, ensuring that the walls of the bottle inside are equally smooth. And because it's made entirely of Polycarbonate, it's lightweight, will not break even if dropped, and can be boiled without clouding or cracking.

### Jackel

Cannon Babysafe products are distributed in the U.K. by Jackel & Co. Ltd.  
Kitty Brewster Estate, Blyth, Northumberland NE24 4RG.



Also shown is the Cannon 'babysafe' Universal Teat—the only teat with two, three or four holes, the most natural and only satisfactory way of achieving different flow rates. It's also genuinely anti-colic because of its unique non-collapsible design, which is why, when teamed with the Cannon 'babysafe' feeding bottle, it's been awarded a Certificate of Merit by the Royal Institute of Public Health and Hygiene for five consecutive years.

Be 'babysafe'—be sure.

## CANNON babysafe

We take more care.

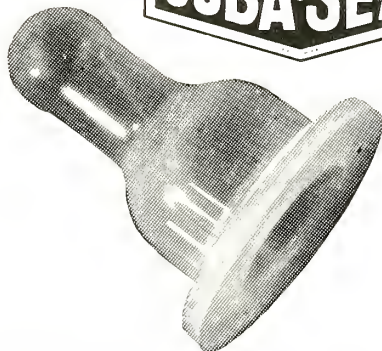
Cannon Rubber Ltd., Ashley Road, Tottenham, London N17 9LH.

## Suba<sup>®</sup> Cone teats—

### ONE TEAT FROM BIRTH TO WEANING!



- \*Hard-wearing silicone rubber.
- \*Impervious to boiling and can be sterilised by all methods.
- \*Non-toxic and non-porous.
- \*Retains shape—hole size remains constant
- \*Individually sealed in hygienic pack.



Made in England by  
**William Freeman & Co. Ltd.,**  
Suba Seal Works, Staincross, Barnsley, Yorkshire.  
Telephone 0226 84081 Telex: 547186.

## ONE TEAT FROM BIRTH TO WEANING

WHEN YOU change the teat on a baby's feeding bottle you "change the mother" and the baby knows the difference, so there are important psychological advantages to be gained by using the same teat over a longer period. That is why the introduction of the Suba Seal silicone teat is being acclaimed as one of the most striking advances in baby feeding in recent times.

Silicone is so hard wearing and impervious to boiling that one teat will last from birth to weaning. The Suba Seal silicone teat can be steam sterilised or boiled without affecting the hole size which will remain constant throughout the life of the teat thus always ensuring an adequate supply of milk.

They are non toxic and non porous. Teats are available to suit both narrow and wide necked feeding bottles. Each teat is individually sealed in a hygienic pack to exclude contamination by casual handling.

For further information contact William Freeman & Co. Limited, Suba Seal Works, Staincross, Barnsley, South Yorkshire.

Reprinted from the Product News Section of Nursing Mirror





## NEW JOHNSON'S\* BABY BATH IS SO GENTLE, IT'LL TAKE THE WHOLE MARKET BY FORCE.

New JOHNSON'S Baby Bath is designed to be a better way of bathing a baby.

It's the softest, gentlest way there is. It cleanses without removing all the natural oils in a baby's skin, leaving it soft and smooth all over.

Which is why it's going to take the whole baby bath market by force. And because it will be supported by a national full colour

advertising campaign, it won't just dominate it, but expand it dramatically.

Besides, as everyone knows, JOHNSON'S babies come in all ages and there's an awful lot of them.

**JOHNSON'S babies have the best of everything.**

*Johnson & Johnson*

© 1979 Johnson & Johnson LIMITED • TRADEMARK

